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Official Monthly Magazine of THE BRONX BOARD OF TRADE



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BRONXBORO

al Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

MAY, 1924

NUMBER 1

Intensive Campaign Brings Membership Nearer Two Thousand Mark

As a result of the intensive canvass for new members for The Bronx Board of Trade which got under way during the week of April 28th and which came to a conclusion on Tuesday, May 13th, the membership total of our Board has been augmented to well beyond 1,700, and, with "follow-up" work and a little more co-operation from the membership generally, in the next few months, we shall be able to reach or pass the 2,000 mark set up as a goal for the present effort, under the leadership of Mr. James Brackenridge, Chairman of the Membership Committee.

Approximately 150 members of the Board of Trade and their friends, members of The Bronx Rotary Club, and members of The Bronx Lions Club, united for the intensive effort during the week of April 28th, and worked sincerely and whole-heartedly to increase our Board of Trade's membership status, with the result that we have the goal of our efforts in sight due to this fine canvass.

The campaign actually got under way on Sunday, April 27th, when the pastors of many Bronx churches outlined the plans of The Bronx Board of Trade for increased community service to the members of their congregations. They took as their topic the spiritual values of alert civic consciousness and of individual willingness to extend service to the community, to make The Bronx into something near the earthly ideal, "a city four-square."

Among the clergymen who extended their co-operation to our Board of Trade along this line were: Rev. A. J. Traver, Pastor of St. Thomas' Lutheran Church; Rev. Edwin Cornelle, Pastor, Woodlawn Heights M. E. Church; Rev. Frederic B. Hodgins, Pastor, St. Margaret's P. E. Church; Rev. Frederick W. Hager, Pastor, Ascension Baptist Church; Rev. James O. Russell, Pastor, Boston Road M. E. Church; Rev. John D. Roach, Rector, R. C. Church of the Holy Spirit; Rev. J. C. Smiley, Pastor, St. Edmund's P. E. Church; Rev. Wm. H. Kephart, Pastor, Congregational Church of North New York; Rev. Julius J. Price, Rabbi, The Siani Congregation of The Bronx; Rev. E. W. Hale, Pastor, Hunt's Point Presbyterian Church; Rev. Bartholomew F. Galligan, Rector, R. C. Church of Our Lady of Victory; Rev. Adolf

F. Meyer, Pastor, St. Mark's Evangelical Lutheran Church; Rev. O. C. Mees, Pastor St. Peter's Evangelical Lutheran Church; and Rev. J. O. Warner, Pastor, Morris Heights M. E. Church.

"BETTER BRONX" DINNER

As a further preliminary to the intensive membership campaign, there was held at the Concourse Plaza Hotel, on the evening of Monday, April 28th, a "Better Bronx" Dinner, at which the aims and ambitions of our Board of Trade and the values of united civic effort were clearly outlined by prominent speakers.

President John M. Haffen, who presided as Toastmaster thanked those present for their co-operation

"Traffic Congestion"

will be the topic of what is sure to be an absorbingly interesting

address by

Hon. Josiah H. Fitch,

Chief Engineer, Engineering Bureau,
Borough of The Bronx

at our next

Regular Meeting

Wednesday, May 21st,

at 4:00 P. M.

Discussion Will Follow

Bring Your Friends

and the encouragement which they gave by their presence to those who were about to engage in the campaign to build up the membership of our Board of Trade.

Dr. Jonathan C. Day, former City Commissioner of Public Markets, and well-known in the public life of this Borough, spoke on the values of organized effort and the great force of unity and group solidarity that would make The Bronx Board of Trade what it ought to be.

County Judge Louis D. Gibbs spoke of the beneficial activities of our Board of Trade in past years and of what it would be able to do in the future, with increased support. He said that the Board of Trade has tried to make The Bronx a little better than it has found it and is putting the right kind of spirit and soul and high ideals into our people.

Supreme Court Justice Thomas W. Churchill touched on the work that might be done by the Board of Trade for the proper planning of the future Bronx.

President Arthur S. Somers, of the Brooklyn Chamber of Commerce, commented on the fine spirit of co-operation that is to be found in The Bronx and the lack of sectional rivalries such as are found in other Boroughs, particularly in Brooklyn, and of how The Bronx could advance almost without limitation as a result of this co-ordinated effort.

As an example of how the interests of a community can be aroused in support of the work of a civic organization, President Somers then outlined how the Brooklyn Chamber of Commerce recently added nearly 2,000 new members to its roster.

Vice President Frederick A. Wurzbach made a brief but pithy address, touching on the work of the pioneers of the Board of Trade during the past thirty years, and on the benefits that had accrued to the community by virtue of their efforts.

The last speaker of the occasion was Mr. Don Farnsworth, of Don Farnsworth and Associates, campaign manager, who called for volunteers from among the gathering to serve as members of the canvassing teams during the intensive efforts which were to commence the next day.

The Invocation was delivered by Rev. David Wiley, of Bethany Presbyterian Church.

THE INTENSIVE CAMPAIGN

Commencing on Tuesday morning, April 29th, the members of the campaign teams started out on their intensive canvassing activities. They met each morning at the Board rooms and worked together for four days, consecutively, April 29th, 30th, May 1st and 2nd, meeting at noon at the Concourse Plaza Hotel for luncheon and for the purpose of making a report of the result of their day's work.

On May 2nd, the teams all turned in the "prospect" cards which were in their possession and a membership roster showing the names of all members of the Board of Trade as of the 5th of May, together with a list of approximately 400 of the best "prospects," upon whom further efforts would be concentrated was published by the Board.

On Friday, May 9th, and Tuesday, May 13th, team-workers who had volunteered their services for a "Clean-Up" Campaign called on these specially selected "prospects" and others in a final intensive effort, which will be followed up regularly and systematically during the next few months.

THE CAMPAIGN WORKERS

Among the Rotarians, Lions, and members of The Bronx Board of Trade and their friends who assisted in this intensive membership effort, and to whom the

thanks of the Board are due for their splendid co-operation are: President John M. Haffen, John Wynne, Howard M. Patterson, Herman Knoll, Henry P. Stein, Jr., Fred Berry, John E. Heintz, Jr., Moe P. Stein, Philip E. Mahony, Martin Walter, D. L. Woodall, Jr., E. L. Moraller, W. J. Schloemer, Eugene L. Basquin, Henry Hecht, Leo Oesternei, Louis W. Blum, Daniel A. Daly, L. E. Levy, William Zeidler, and Chris Egan.

Daniel J. Houlihan, E. J. Coniff, P. M. Betz, C. R. Conklin, T. A. Convery, M. D. Cancro, Frank G. Meehan, Andrew Davey, M. O. Wheeler, Robert Ormsby, H. G. Manson, Charles Schneider, B. F. Huntington, George O. Hoffman, Clifford Rush, Dr. David Wylie, F. A. Carr, George W. Byrne, L. G. Herz, Jr., Charles F. Sharrott, George Price, J. W. Deuel, and Edwin L. Ross.

M. F. Westergren, Rev. Jay O. Warner, William T. Lawlor, A. M. Dickson, S. Harby Plough, William J. Payne, M. Bloomfield, Olin J. Stephens, Fred E. Lester, Edwin Schloss, Thomas Biglin, Charles J. Griffin, Jas. N. Musso, Herman A. Acker, Dr. A. H. Babcock, L. C. Webber, Charles Kreymborg, D. R. Dusenberry, Albert C. Walker, Chris Rieger, and M. O. O'Reilly.

Raymond L. Korndorfer, Roy W. Dannerly, Alfred J. Reinzo, Max J. de Rochemont, William Mitchell, W. J. Carlos, Joseph E. Kinsley, George F. Hynes, Hugh G. Caldwell, Walter S. L. Cleverdon, Edward J. Mitchell, Louis Krakauer, Robert B. Scott, Joseph W. Coghlan, George A. Lavelle, Chas. G. Duffy, Fred B. Hodgins, John J. Costello, S. H. Niewenhaus, J. J. Prendergast, and Dr. J. W. Maller.

John F. Carroll, P. G. Banks, John T. Hannigan, George Kindermann, Rudolph Kovats, J. Muhlhauser, George Lorensen, J. Schapiro, T. J. Byrne, Thomas W. Redmond, Alex. J. Fraser, Charles Reichard, Logan Billingsley, A. B. Blanchard, John Kadel, Robert L. Moran, Harold H. Newbery, W. Buner, G. A. Hammel, and Leo J. Ehrhart.

Dr. I. H. Goldberger, George W. Dallery, H. A. Butterfield, P. Weinstein, Theodore S. Trimmer, Wm. W. Niles, Louis Castagnetta, J. A. Sexauer, Thomas G. Holland, William Luscheer, Frank McNulty, Irving Davis, E. H. Rosenquest, Charles E. Reid, E. J. Ferguson, Charles D. Steurer, William Koppe, Alphonse W. Weiner, and Thomas Jones.

Charles Kiesling, Elmer L. Rudd, Albert Behning, George D. Dickie, J. H. Gettell, Benjamin Sack, Arthur Baumann, B. J. Ellner, Dr. Jas. Haas, E. F. Schnitzler, E. B. Boynton, Rev. J. O. Russell, Robert A. Cools, H. D. Tucker, George Weiss, John De Hart, John Duffy, L. A. Fitz, George A. Hallery, Henry A. Sprung, Alford J. Williams, Max Deutsch, A. E. Peterson, John Bell, Albert Goldman, F. Moss, James McGuire, Roderick Stephens, and S. M. Waldstein.

WHARFAGE FACILITIES AVAILABLE AT BRONX BARGE CANAL TERMINAL

The Bureau of Canals of the State Department of Public Works advises us that it will be pleased to furnish to Bronx interests, through its office at pier 6, East River, particulars regarding shipments, routes, etc. via The Bronx Barge Canal Terminal, at 138th Street and Harlem River.

The Bureau also announces that should local interests desire wharfage facilities at The Bronx Barge Canal Terminal, they can be accommodated, even though the freight handled does not originate on the canal or is not intended for shipment via the canal.

MORRIS HIGH SCHOOL PUPILS CAPTURE ESSAY PRIZES

In connection with the campaign of education and expansion of our Board of Trade, there was held an Essay Contest for pupils of the three Bronx High Schools, with three silver loving cups as prizes.

The pupils were given their choice of one of three topics, and were asked to write an essay of not more than 400 words on the topic selected. The topics were:

1—"Why The Bronx Should Have a Board of Trade."

2—"The Need for a Civic Organization in The Bronx."

3—"Why The Bronx Board of Trade Should have a Larger Membership."

Formal announcement of the contest was made to the high school pupils on Monday, April 28th, and the essays had to be submitted by Saturday, May 3rd.

Approximately fifty essays were entered in the competition, and these were judged by a committee of Bronx Elementary School Principals, who met at the rooms of The Bronx Board of Trade on Thursday, May 8th. This Committee of Judges consisted of Dr. John F. Condon, Principal, P. S. 12; Miss Regina C. M. Burke, Principal, P. S. 39; Mrs. Elizabeth Donovan Haas, Principal, P. S. 2; Mr. Wm. Rabenort, Principal, P. S. 55; and Mr. C. Warren Hawkins, Principal, P. S. 11.

These Judges read over all of the essays, in order to select the best, and, following a full discussion of the merits of the best five essays selected, their awards were made as follows:

1st Prize—Milton B. Basson, Morris High School.

2nd Prize—Lillian Janowitz, Morris High School.

3rd Prize—Dorothy Stephan, Theodore Roosevelt High School.

Honorable Mention—Hilda von Berg, Theodore Roosevelt High School.

Honorable Mention—Harry Miller, Theodore Roosevelt High School.

The silver loving cups offered as prizes, suitably engraved, were presented to the winners on Monday, May 19th.

BOARD URGES APPOINTMENT OF BRONX MAN TO NEW BOARD

President John M. Haffen, of The Bronx Board of Trade, in order that the future transit needs of our Borough may be adequately considered, has urged upon Mayor John F. Hylan, the appointment of a Bronx man to membership on the City Board of Transportation, of which Dock Commissioner John H. Delaney, will be Chairman.

In a letter forwarded to Mayor Hylan under date of May 10th, President Haffen says:

"We note that you are about to appoint members of the prospective Board of Transportation under the recently enacted Transit Law, and that you will appoint Hon. John H. Delaney as Chairman of said Board. If this information is correct, we desire to congratulate you upon the selection of Chairman, for we feel Mr. Delaney is the right man in the right place.

"As there are to be two other men appointed, we would urgently request that you consider the appointment of a man from the Borough of The Bronx, as we are the third largest Borough in the City,

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growing tremendously fast, where the need for future rapid transit is notably apparent, and we are quite sure that a man from our Borough would and could give you valuable assistance.

"We are not backing anyone in particular, and would be content with anyone you desire to select, but we do strongly urge the selection and appointment of a man from The Bronx on this most important Board of Transportation."

PIANO CLUB OUTING TO GLEN COVE ON JULY 15

The Piano Club of New York, the headquarters of which are in the same building as those of The Bronx Board of Trade, at 137th St. and Third Ave., will hold its Annual Outing on Tuesday, July 15th, to Glen Cove, Long Island.

Mr. William F. Keogh, Chairman of the Committee of Arrangements, promises that those who attend this year's outing will have "the time of their lives."

The Officers of The Piano Club of New York are: Albert Behning, President; Charles P. Bogart, Vice-President; Charles E. Reid, Secretary; and A. V. W. Setley, Treasurer.

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National Chamber Holds Inspiring Annual Meeting at Cleveland

National Councillor Albert Goldman has presented the following report on behalf of the delegation which represented The Bronx Board of Trade at the recent annual meeting of the United States Chamber of Commerce:

The following delegates from our Board of Trade attended the Twelfth Annual Meeting of the Chamber of Commerce, U. S. A. at Cleveland, Ohio: President John M. Haffen, Albert Goldman, Eugene H. Rosenquest, J. Harris Jones, Louis H. Werner, John A. Steinmetz, and Charles E. Reid, Executive Secretary. We were pleased to have Mrs. Haffen accompany the Delegation.

We left via the New York Central on Sunday evening, May 4th, arriving the next morning at Cleveland, where we made the Hotel Winton our headquarters.

Mr. Albert Goldman, National Councillor and Charles E. Reid, Substitute Councillor, attended a meeting of the National Councillors on Monday, May 5th, at the Hotel Statler, and recorded the vote of our Board of Trade for the election of officers to the National Council. The first general session was held Tuesday, May 6th, at 10:30 A. M. at Loew's State Theatre with President Julius H. Barnes presiding.

At the conclusion of the morning session, President Barnes delivered his annual address, which was a most masterful document, including the most important business in which our country is at present involved, and pointing out a way for the solution of these problems which affect us so much.

If our delegation did not go to Cleveland for any other purpose than to hear this address, and to secure from it so much general knowledge concerning the affairs of our country, the trip was worth while.

Each day, May 6th, 7th and 8th, important Subjects, such as "Agriculture; Cotton planting; Live Stock Industry; Wheat Industry; European Conditions; Standards of Business Conduct; Science and Business," and other important topics too numerous to be mentioned, were discussed by the most prominent men in our country, who are thoroughly familiar with these subjects, and it was indeed a treat to be there and listen to them.

Group meetings were held each day and "Domestic Distribution, Fabricated Production, Banking, Foreign Commerce, Transportation and Communication, Insurance, Civic development, and the National Resources of our Country" were discussed, and resolutions were adopted concerning these various matters.

The Convention was also addressed by the Secretary of Commerce, Hon. Herbert Hoover, Sir Esme Howard, Ambassador of Great Britain, Hon. Curtis D. Wilbur, Secretary of the Navy, and General Herbert M. Lord Director Bureau of the Budget, Washington, D. C.

There were about 3,000 Delegates from various civic organizations from every state in the Union.

The old officers were re-elected and resolutions were adopted of great importance, to be presented to

Congress, containing an expression from the business men of our Country, as to matters now pending, affecting the great interests of our country.

I conclude my report by quoting the latter part of the address of President Barnes made at this Convention.

BUSINESS ETHICS

"There has been devoted study given by a committee of this Chamber to the preparation of a code or declarations of business standards and ethics, and the result of their recommendations will be acted on at this Annual Meeting.

"It is increasingly important that organized business shall establish and maintain standards which enlist public confidence and trust, for it is increasingly necessary that organized business shall play its part in co-operative team play with Government itself.

"Recent legislative investigations at Washington have disclosed so few deviations from high standards in both business and Government that, commenting on these developments which have keenly fixed the public attention, the President of the United States recently very properly said:

'But the wonder is not that this was so much or so many, rather that it has been so little and so few.'

"It seems reasonable to expect increased public confidence in the general conduct of industry as exhaustive investigation of the reckless and irresponsible rumors and exaggerations has disclosed so little of deviation to be condemned.

"We again remind our membership that the Chamber personnel at Washington is maintained for the service of American business and that we believe we can greatly aid all sections of American business in their necessary contact with the National Capitol."

BOARD CO-OPERATING ON NEW ENGLAND SHIPMENTS

The Bronx Board of Trade is co-operating with the New York Piano Manufacturers' Association in the matter of having shipments via New England steamship piers handled in the same way that shipments are now handled for the coastwise steamship lines operating to South Atlantic and Gulf ports.

Shipments for the coastwise steamship lines are delivered to a central terminal on the Harlem River by Bronx shippers, and they are hauled by the management of the terminal to the various piers down town, Clyde-Mallory, Southern Pacific, etc.

The piano manufacturers desire the designation of a joint terminal to handle shipments to the New England steamship piers in the same way, as this system eliminates waiting in line at the pier, needless tie-ups of trucks, etc., etc.

NATIONAL POLICE BUREAU ENDORSED

The Bronx Board of Trade has communicated to Congress its endorsement of National Legislation which would create a National Police Bureau.



Photo by General Photographic Co.

New Covered Passageway Connecting Up the Harlem River Station of the New York, Westchester and Boston Railway Co. with the Third Avenue "L" at East 133rd Street, also the Willis Avenue Bridge

BOARD JOINS IN CALLING BIG TRAFFIC CONFERENCE

The mayors of over four hundred cities and towns in New Jersey, New York and Connecticut within a radius of fifty miles of New-York City and the presidents of nearly a thousand civic organizations have been invited to participate in a conference on the traffic problems of this area which is to be held at the Town Hall, West 43rd Street, beginning at 10:30 a. m. on May 20th.

The conference will be held under the joint auspices of the Automobile Merchants' Association; Bridgeport Chamber of Commerce; The Bronx Board of Trade; Brooklyn Chamber of Commerce; Chamber of Commerce of the State of New York; Merchants' Association of New York City; New Jersey State Chamber of Commerce; New Jersey State League of Municipalities; New York State Association; North Jersey Rapid Transit Commission; Queensboro Chamber of Commerce; Staten Island Chamber of Commerce; and the Committee on the Regional Plan of New York and its Environs.

The Bronx Board of Trade will be represented by Vice President Alexander Haring, Chairman of the Traffic and Waterways Bureau, and Messrs Olin J. Stephens, William E. Thompson, and Walter E. Adicks, members of the Bureau.

The call for the conference points out that every city in the Region of New York is facing the difficult task of handling not only its own constantly increasing local traffic, but also that which flows daily to and from the larger cities in the Region, particularly that

which originates in or is bound toward New York City. The situation, says the invitation to Mayors, calls for immediate relief of present congestion and for wise planning to prevent worse conditions in the future. It is already a question whether the congestion of traffic outside of Manhattan is not greater than in Manhattan.

The conference will consider not only the congestion of traffic, but the traffic accident situation, traffic costs, convenience of travel within the Region of New York (or lack of it,) the adequacy of existing bridges, tunnels, streets, and highways, the probable future needs for wider, more numerous and differently located traffic arteries, and the whole relation of traffic problems to the contemplated Regional Plan of New York and its Environs.

BOARD OF TRADE MEMBERS PROMINENT AT YANKEE OPENING GAME

Members of The Bronx Board of Trade were prominent among the boxholders at the opening game of the 1924 season at the Yankee Stadium, on Wednesday, April 23rd, and, just as he had in 1923, "Babe" Ruth socked a home run to delight his Bronx compatriots.

The distinctive feature of the mezzanine floor of the Yankee Stadium on opening day was the big cloth banner, 30 feet long, and 3 feet wide, on which was inscribed:

THE BRONX BOARD OF TRADE
Leading Civic Organization

DESIGN FOR HIGH BRIDGE ALTERATIONS APPROVED

According to announcement recently made by Hon. Grover A. Whalen, Commissioner of the Department of Plants and Structures, High Bridge will have one large steel arch practically spanning the Harlem River, eliminating four of the present piers of the old structure which are now menaces to navigation and which The Bronx Board of Trade has been endeavoring to have removed for a good many years. The design of the altered bridge has been approved by the War Department, the Department of Water Supply, Gas and Electricity, and the Municipal Art Commission.

In the Commissioner's statement concerning the proposed alteration, he says: "This design provides for the elimination, starting from the Manhattan shore, of arches 2, 3, 4, 5 and 6, and four piers, which will make an unobstructed fairway from bulkhead to bulkhead. The steel arch will be sprung from rock to rock and there will be a clearance of 103 feet at mean high water. The steel arch will have a span of 420 feet, and the fact that it is sprung from rock to rock will eliminate any danger of the future settlement of High Bridge.

"Having secured the approval of the Municipal Art Commission of the design for the remodeling of High Bridge, the Department of Plant and Structures is now in a position to proceed with the immediate development of details for its reconstruction.

"The plans contemplate the erection of the steel arch as a cantilever, thereby eliminating all obstructions to navigation during the prosecution of the work,

by the erection of false work. The present piers which are to be removed will not be disturbed until the new steel arch is in place. The steel arch will then be utilized very effectively in the removal of the masonry arches and piers. The estimated cost for the remodeling of High Bridge will be about \$1,000,000."

RAILROADS MAKE PLEA FOR BETTER TREATMENT OF CARS

On account of the loss of car efficiency and adverse effect in general on transportation resulting from damage to equipment through misuse by shippers and consignees, the Mechanical Division of the American Railway Association has issued the following circular, to which the attention of members of The Bronx Board of Trade is called:

"A considerable number of complaints have been received from railroads, individual car owners and shippers, relative to the great amount of damage to railway freight equipment, including burned sides, floors and paint, damage to siding through careless or unnecessary use of bars, damage to door posts from use of spikes when smaller nails will adequately serve the purpose, and damage to sides and floors of gondola cars by clam shells or unloading machines.

"The misuse of equipment complained of results in cars being in bad order, illegible markings and necessitates repairs before reloading, and in many instances seriously impairs the car supply for the shippers. It is felt that if this matter is brought to the attention of the shippers and consignees they will co-operate to the fullest extent in overcoming these abuses of cars which seriously affect the ability of the railroads to properly supply the shippers with cars for loading.

"Attention of consignees should also be called to the necessity for properly removing braces, wire, spikes and other loading devices from cars unloaded in order that the cars may be immediately available for the service of the shippers for reloading.

"This is a serious matter, affects adequate transportation, and immediate steps should be taken to have the abuses discontinued."

EMPLOYMENT OPPORTUNITIES

Quite often men in search of employment in The Bronx drop into the Board of Trade Rooms to inquire about possible openings.

In practically all cases, they are referred to the State Labor Employment Bureau at 361 East 149th Street.

However, if members will inform us when they have opportunities for employment, we shall be glad to refer suitable applicants direct to them.



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Address all Communications to
 THE BRONX BOARD OF TRADE
 137th Street and Third Avenue, The Bronx

In Memoriam

MICHAEL F. BURNS
 Died April 28th

EDWARD F. TERRY
 Died May 12th

WEAR POPPIES ON MAY 30th

The scarlet poppy has been adopted by the American Legion for use on Memorial Day, Friday, May 30th, in honor of the men who fell in France, and on that day it will be worn by all members of the Legion.

The Legion suggests similar use of the poppy on Memorial Day by the public generally, and we are pleased to pass on this suggestion to our members and their friends. The Legion uses the proceeds from the sale of these poppies for the care of the orphan children of war veterans.

These poppies may be obtained during the week preceding Memorial Day from the local Posts of the American Legion and from units of the American Legion Auxiliary.

SUBURBAN TRANSIT PROBLEM

The Special Committee on Transit Facilities of the Traffic and Waterways Bureau of The Bronx Board of Trade is studying the report of Daniel L. Turner, Consulting Engineer of the Transit Commission, recommending a comprehensive Metropolitan transit system to serve New York City and its environs.

BOARD PRESENTS FLAG AT OPENING OF NEW POLICE STATION

With appropriate ceremonies, at which Police Commissioner Richard E. Enright presided, the new 45th Police Precinct Station House, at 138th Street and Alexander Avenue, was formally opened on Tuesday, April 29th.

The feature of the occasion was the presentation of a fine American flag to the precinct by President John M. Haffen, of The Bronx Board of Trade. Addresses were delivered by Police Commissioner Enright; Commissioner of Public Works Wm. J. Flynn, representing Borough President Henry Bruckner, and District Attorney John E. Mc Geehan.

The Police Band and Glee Club entertained with selections and there was a very interesting drill by the Police Department Rifle Battalion, under the direction of Captain Charles E. Schofield. In addition to the drill, the Rifle Battalion gave some very interesting demonstrations of boxing and jiu-jitsu.

Following these ceremonies, which took place in the open air, the new Station House was declared formally opened by Commissioner Enright, and Captain Wm. H. Ward, in command of the precinct, together with his associates, took possession of the premises.

CENSUS BUREAU CREDITS US WITH 871,552 INHABITANTS

According to official estimates of the United States Census Bureau, recently announced, the population of The Bronx on July 1st, 1924, will be 871,552, and of the Greater City, 6,015,504.

The following is the Census Bureau's tabulation of the estimated population by Boroughs:

	1924	1920
Manhattan	2,262,114	2,284,103
Brooklyn	2,196,210	2,018,356
The Bronx	871,552	732,016
Queens	554,531	449,042
Richmond	130,697	116,531
Greater City	6,015,504	5,620,049

(Bronx Board of Trade estimates place the population of The Bronx at the present time at over 900,000)

NEUROPATHIC HOSPITAL PLANNED

New York will have the first institution of its kind in the United States and the second in the world when the Neuropathic Hospital, for the prevention of nervous and mental disorders, is established soon at Bronx Boulevard and East Two Hundred and Thirty-sixth Street.

The hospital will occupy an entire city block and will be a strictly philanthropic institution. A group of forty business men has pledged \$250,000 toward the \$1,000,000 fund which, it is estimated, will be needed to assure success.

The institution will be a replica of the Service St. Anne, in Paris.

CONCOURSE TRAFFIC LIGHTS

The Board is now taking up with the Police Department the question of possible changes in the intervals between signal lights on the Concourse Traffic towers.

BOARD CO-OPERATES ON "NATIONAL HEALTH WEEK"

The week commencing May 1st was celebrated in New York City as "NATIONAL HEALTH WEEK FOR CHILDREN," under the auspices of the Health Department.

Saturday, May 3rd designated by The Bronx Health Department officials as "BRONX BABY HEALTH DAY," was marked by a parade on the Concourse, in which there were several interesting floats, and a demonstration at Pelham Bay Park.

The Bronx Board of Trade co-operated with the Health Department to the end that the local celebration might be the success which it turned out to be.

DID YOU KNOW THAT YOU WERE WORTH \$3,000 on JAN. 1, 1923?

The visible wealth of the United States, or the actual value of real and other property, has increased to \$320,803,862,000, according to preliminary estimates made by the United States Department of Commerce and announced recently. This means that there is a property value for each citizen of whatever age, creed or color, of nearly \$3,000.

Many will be inclined to ask "Where is mine?" or to suggest that Wall Street, Henry Ford, or some one else has it. The answer by Government officials is that much of it is invested in national parks and public improvements which every citizen may and does share. It is invested in the property values represented by development of the country.

The Department of Commerce estimate is dated December 31, 1922, and includes the principal forms of wealth in money and property. The figure of \$320,803,862,000 is 72.2 per cent greater than the figure of \$186,299,664,000 reported for 1912 and indicates the enormous development of the country, city and suburbs in the ten year period.

Per capita values increased from \$1,950 to \$2,918, or 48.6 per cent. The per capita percentage of increase is lower than the increase in the total because of the increase in population.

PROTECTED PAY ROLL SERVICE

In order that Bronx banks, factories and mercantile establishments may be able to transport cash and pay rolls with adequate protection the Cross Armored Transportation Co., of 361 East 151st Street, has been formed, and is operating an armored car service locally.

ANOTHER VICTIM!

The pillars of High Bridge claimed another victim recently, when a stone barge broke away from its moorings at The Bronx Municipal Terminal Market site on the Harlem River and was carried upstream by the tide.

The barge was thrown by the force of the tidal current against one of the bridge piers in the stream, and was so badly damaged that it sank quickly, practically blocking the channel of the river until a few days later, when it was raised.

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BRONX TRADE HAS BENEFITED BY INVENTIVE IMPROVEMENT

In the industrial development of The Bronx, many of its manufacturers have attained a leading position through individual experiment, development and commercialization of improvements relating to their products and manufactures. This leading position is maintained through enjoyment of the monopoly conferred by Letters Patent and trade-marks.

The system of granting monopolies for inventions had its origin principally in the desire to improve trade. Its entire development has been devoted to this object, and, consequently, its present foundation may be said to be entirely the benefit of trade.

Commerce is, in its essence, competitive. The requirements of individuals form the component parts of the demand by the supply of which commerce thrives, and in default of which commerce would cease to exist. To supply this demand, which education is always rendering more exacting, and to keep in the forefront of supply, continual improvement is essential. To lead in improvement necessitates invention.

It is thus the policy of every manufacturer to aspire to a leading position in commerce by encouraging inventive improvement. A concern in the front rank in manufacture can lead the way only by devising improvement itself, by exercise of the inventive faculty of its engineers and employes, rather than by copying others. The improvement in the arts and manufactures which is the basis of trade is essentially the function of invention, and every new invention, small or great, advances the knowledge of those engaged in a particular trade and enables them better to meet the demands of competition. There is no manufacture of any sort or kind which in its present state is not the result entirely of invention, or, in other words, of numberless small and great improvements which have gradually led up to the result as we have it. Thus to stimulate the inventive faculty of its employees, and so promote improvement, while a matter of policy with every manufacturer, is one proposition fundamentally essential to a leading manufacturer.

A well studied and executed patent policy is the foundation upon which the leading position of every manufacturer must rest, and the success of many of the leading manufacturers of The Bronx is mainly due to the exclusive enjoyment of the benefits and advantages derivable from the protection accorded by Letters Patent on new and useful improvements in manufacture.

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EXTENT OF THE WONDERFUL PARKS SYSTEM OF BRONX BOROUGH

Of the 26,800 acres of land comprised in The Bronx, 4,200 acres, in round figures, or approximately one-sixth of the entire area of our community, is Park Land. The Bronx's Park area is nearly twice that of Boston, Cleveland, or Cincinnati, and nearly four times that of Detroit. Our Park area also is considerably in excess of that of Manhattan, Queens, Brooklyn and Richmond Boroughs all taken together. Pelham Bay Park is the largest in the Greater City.

NEW QUARTERS FOR BRONX HEALTH DEPARTMENT

The Bronx Headquarters of the Health Department will soon be located at 464 East Tremont Avenue.

Our Board feels that while these new quarters are better than those occupied in the present inadequate building at Third Avenue and St. Paul's Place, the Health Department should have a home of its own in The Bronx, and we shall continue our efforts towards having made the necessary appropriation to construct such a home.

NEW FIRST AVENUE SUBWAY PROJECT PROGRESSING

The Bronx Board of Trade is assisting Manhattan interests which have banded together to push vigorously the project for a new subway along First Avenue into and through The Bronx to the City Line via Willis and Webster Avenues.

The Board of Trade is also keeping closely in touch with the local transit situation and when the City's new Transportation Board commences to function the interests of The Bronx will be looked after to the utmost extent possible.

NEW TRAFFIC REGULATIONS

The Police Department has just promulgated a new leaflet giving the general and special traffic regulations for Greater New York City.

This leaflet should be in the hands of every owner or operator of an automobile, whether it be a commercial or pleasure vehicle.

Copies may be had upon request at any police station,—or at the rooms of The Bronx Board of Trade.

THE BRONX CONTAINS THREE OF CITY'S FOUR MUNICIPAL GOLF LINKS

Park Commissioner Joseph P. Hennessy, in a recent communication to the Municipal Reference Library, gives the following interesting data concerning the City-owned golf courses:

There are four municipally owned and operated 18-hole golf courses in the City of New York. Three are in the park system of the Borough of The Bronx, and one is in Forest Park, Borough of Queens.

The three 18-hole golf courses in the Borough of The Bronx are as follows:

Van Cortlandt Links, Van Cortlandt Park—77 acres, links 5,359 yards.

Moshulu Links, Van Cortlandt Park—72 acres, links 5,265 yards.

Pelham Links, Pelham Bay Park—93 acres, links 6,316 yards.

The 18-hole golf course in Forest Park, Borough of Queens, is 125 acres, links 5,200 yards.

The history of The Bronx Department of Parks golf courses is:

Van Cortlandt: first 9 holes (on flat) opened 1895; 18 holes completed in 1899, with bunkers.

Moshulu: first 9 holes opened 1914; 18 holes completed 1915, with bunkers.

Pelham: first 9 holes opened in 1899; 18 holes completed in 1904, with bunkers.

Private golf courses, which are most expensive for membership, have grown rapidly within the last few years.

A new semi-public 18-hole golf course is being developed in the Borough of Queens, which, it is said, will permit non-members to play at any time and have all the privileges of a club house for a reasonable daily fee.

The Marine and Field links (sometimes referred to as the Brooklyn links) at Bath Beach are only semi-public. Permits under certain restrictions are issued by the Brooklyn Park Department. Much of the play here is said to be by Staten Islanders and Jerseyites.

REVENUE

The golf revenue from the three Bronx courses from 1917 to 1923, was:

	1917	1922	1923
Golf, Season.....	\$ 8,030.00	\$ 68,490.00	\$ 65,650.00
Golf, Daily.....	1,323.00	30,193.00	39,859.00
Lockers	4,172.50	6,502.50	6,255.00

Total\$13,525.50 \$105,185.50 \$111,764.00

In 1917 the season fee was \$1, and the daily charge was 50 cents.

The season fee was increased in 1918 to \$5 for residents and \$10 for non-residents, and the daily fee to \$1.

In 1922 the season fee was increased to \$10 for residents and \$20 for non-residents.

CONGESTION

Congestion on the public links occurs on Saturdays, Sundays, and holidays. Everybody appears to want to play on Saturdays, Sundays, and holidays, and before noon.

An official of the U. S. Golf Association was quoted recently as saying:

"It has been suggested that those who can play during week days be barred from playing on weekends and holidays."

In Chicago's public courses, congestion is also complained of, players having to wait in line for hours to get a chance to play.

BOARD ROOMS G. A. R. HEADQUARTERS FOR MEMORIAL DAY PARADE

The Memorial Day Parade in The Bronx this year will form in Graham Square, in front of the Headquarters of The Bronx Board of Trade, 137th Street and Third Avenue.

In view of this fact permission has been granted to the Memorial and Executive Committee of the Grand Army of the Republic in The Bronx to designate the rooms of our Board of Trade as their headquarters on that day.

LEBANON HOSPITAL PLANS NEW CONCOURSE HOME

Lebanon Hospital, now at Westchester and Cauldwell Avenues, has acquired a site for a new building which it is said will cost in the neighborhood of \$2,000,000, on the Grand Concourse, between Mount Eden Parkway and 173rd Street.

The new site has a frontage of 197 feet on the Concourse and is 250 feet in depth.

FOREIGN TRADE CONVENTION

The National Foreign Trade Convention for 1924 will be held at Boston, June 4th, 5th and 6th. An unusually interesting program has been arranged.

A BRONX BANK FOR BRONX PEOPLE

Over 22,000 depositors transact their Banking matters with this Bank. These 22,000 Depositors find this Bank a Friendly Bank to transact their business.

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JOHN G. BORGSTEDE, Pres.

ARTHUR A. EKIRCH, Sec'y.

North Side Savings Bank



From Bronx Home News

THE NEW HUNT'S POINT HOSPITAL, LAFAYETTE AVENUE AND MANIDA STREET

NEW HOSPITAL AT HUNT'S POINT FORMALLY OPENED

The New Hunt's Point Hospital, located at Lafayette Avenue and Manida Street, in the heart of the Hunt's Point Section of The Bronx, has been formally opened, adding materially to the hospital facilities of this Borough. Mr. Joseph M. Levine, prominent Bronx attorney, is President of the Hunt's Point Hospital.

The new institution, the Superintendent of which is Dr. S. B. Hirschberg, is one of the finest in the country.

TO CELEBRATE SPUR REMOVAL

On Thursday, May 22nd, at a Luncheon at the Hotel Commodore, the 42nd Street Property Owners' and Merchants' Association will celebrate the removal of the 42nd Street elevated railway spur, in which activity they had the co-operation of our Board of Trade.

President John M. Haffen and Executive Secretary Charles E. Reid, of The Bronx Board of Trade, will be among the guests of the occasion.

BRONX EYE AND EAR INFIRMARY TO LOCATE ON THE CONCOURSE

The Bronx Eye and Ear Infirmary, now at East 142nd Street, near Willis Avenue, has acquired property on the Grand Concourse, near McClellan Street, on which it is proposed to build its new home.

The plot which has been purchased has a frontage of 75 feet on the Concourse and runs back 175 feet. On the north, it adjoins the property on which is the new home of The Bronx Children's Society.

IRVING BANK-COLUMBIA TRUST CO. TO OPEN NEW BRONX BRANCHES

The Irving Bank-Columbia Trust Company in the near future will open two additional offices in The Bronx, one at 163rd Street and Southern Boulevard, to serve the Hunt's Point section and the other on the northeast corner of Fordham Road and Marion Avenue, to serve the Fordham section.

Together with the long-established branch at 148th Street and Third Avenue, this will give the Irving Bank Columbia Trust Company three Bronx branches.

CAPITOL NATIONAL BANK BRANCH TO OPEN SOON

The new branch of the Capitol National Bank at the intersection of Prospect and Longwood Avenues, just off Westchester Avenue, will open for business in the near future.



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Index to Advertisers

BANKS—

Bronx National.....Ins. B'k. Cover 10
North Side Savings..... 10
Twenty-Third Ward.....Ins. Fr. Cover

CARPET CLEANING—

Harlem Carpet Cl'g Co..... 12

CHIROPRACTOR—

J. A. Mintz..... 12

COAL—

Stephens Fuel Co.....Ins. B'k. Cover

GAS SERVICE—

Bronx Gas & El. Co.....Ins. B'k Cover 8
Central Union Gas Co.....

HARDWARE—

Tremont Hardware Co..... 11

HOTEL—

Concourse Plaza.....B'k. Cover

INSURANCE—LIFE—

A. B. Blanchard..... 12
Henry P. Stein..... 3

LUMBER—

Rosenberg Lumber Co..... 3

PATENTS—

O. W. Holmgren..... 6

PHOTOGRAPHY—COMMERCIAL—

General Photographic Co..... 9

PRINTING—

Borough Printing Co..... 11
Warontas Press, Inc..... 6

REAL ESTATE—APPRAISER—

Jas. J. Donovan.....Ins. B'k Cover

REAL ESTATE—

J. Clarence Davies..... 12
H. Bloomfield Kahn..... 12

RESTAURANTS—

Hill-Ware Co..... 9

SHOES—

Max Deutsch..... 12

TRANSPORTATION—

N. Y., W., & B. R. R.....Ins. Fr. Cover

HELP PROTECT YOURSELF

A very interesting booklet, with the title "Help Protect Yourself", has been issued by Police Commissioner Enright. You Should obtain a copy.

CITY TAKING OVER LINCOLN HOSPITAL AND HOME

The City of New York will soon take over the buildings and improve the facilities afforded by Lincoln Hospital and Home, at East 141st Street and Concord Avenue, in accordance with legislation recently approved by Governor Smith.

POSTAL EMPLOYEES' PAY

On the recommendation of the Trade and Commerce Bureau, The Bronx Board of Trade has adopted the following recommendation relative to postal employees' pay:

"That, in localities in which the cost of living is exceptionally high, postal employees should be allowed a temporary salary supplement, on a sliding scale, adjusted in accordance with the cost of living, until such time as a proper reclassification of Post Offices and re-adjustment of wages can be effected to meet prevailing conditions."

METROPOLIS THEATRE DOING WELL

The lower end of The Bronx has been greatly livened up through the re-opening of the Metropolis Theatre, at 142nd Street and Third Avenue, on May 5th.

Miss Cecil Spooner, The Bronx favorite, heads the stock company holding the boards at this pioneer Bronx playhouse, which has been remodelled and renovated so that it now ranks among the finest in the Borough.

387.00
BRX

BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE



Photo by General Photographic Co.

An unusual view of the Grand Concourse, giving an idea of its wonderful development

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to take up the subject of GAS WATER HEATING in Buildings occupied as Homes, Factories, Stores, or for other business purposes.

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BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

JUNE, 1924

NUMBER 2

Borough Authorities Planning To Meet The Bronx's Future Traffic Needs

Hon. Josiah H. Fitch, Chief Engineer, Engineering Bureau, Borough of The Bronx, in an address at the May meeting of The Bronx Board of Trade, held in the Board Rooms on Wednesday, May 21st, outlined the plans which are being prepared by the Borough authorities to meet the future traffic needs of this fast-growing community.

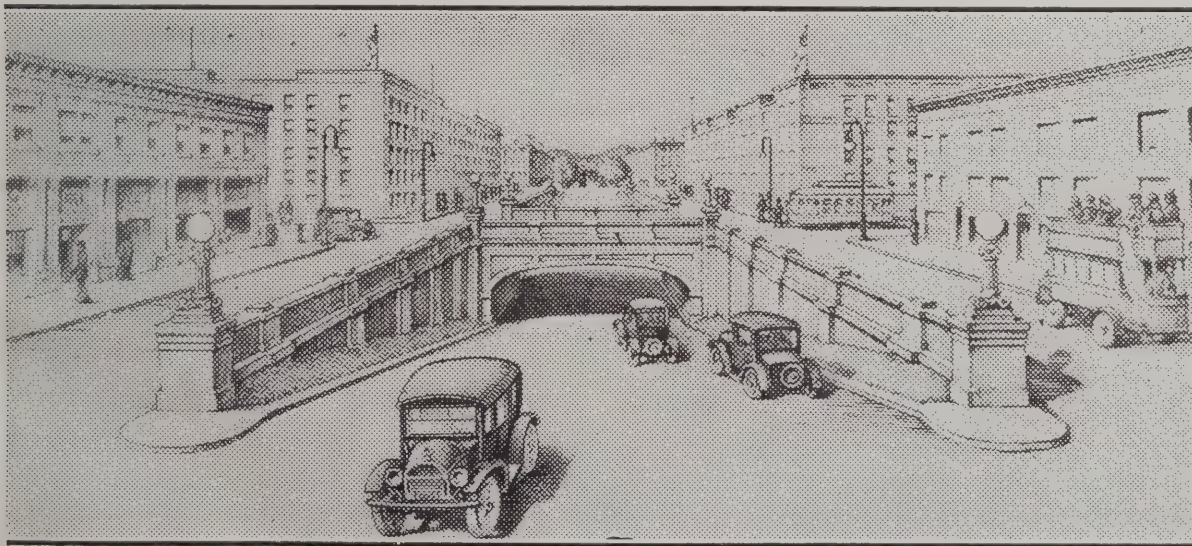
In his preliminary statements, Mr. Fitch reviewed the important topics that had been discussed on the previous day at the Traffic Conference held at the Town Hall, at which The Bronx Board of Trade was represented by a delegation from its Traffic and Waterways Bureau.

At this Traffic Conference there were brought out the facts that in 1895, in the Metropolitan District,

there were but approximately 300 automobiles, whereas in 1923 there were 15,000,000; and that in 1950 the population of this Metropolitan District will be approximately 19,000,000, with 10,500,000 in New York City alone.

The methods for the relief of traffic congestion outlined at the Conference included the widening of streets and the arcading of sidewalks.

Mr. Fitch stated that the Borough authorities are already alive to the fact that present main thoroughfares are not wholly adequate to carry the traffic that is now offered, and stated that he personally will work for the construction of transverse roads to carry the East and West thoroughfares under the main highways leading into The Bronx from the



Centre Roadway of the Grand Concourse, as it will be carried under Fordham Road, relieving traffic congestion at this important intersection

Illustration From Bronx Home News

North and East, in the same manner that the Grand Concourse is now transversed at important intersections.

He stated that in his opinion the Concourse traffic towers have proved a failure, but that a remedy for traffic congestion prevalent at Fordham Road, which was the prime factor in bringing up the question of "tower" traffic regulation on the Concourse, will be provided with the depression of the centre roadway of the Concourse so as to carry it under Fordham Road, according to the plans prepared by Borough President Bruckner, which have been approved by the City authorities, who have also made available the necessary appropriation.

Among important projects which are being worked out in the Engineering Bureau of The Bronx at the present time, Mr. Fitch stated, are the following:

(A) A Bronx continuation of Riverside Drive through Riverdale as a 200 foot wide street running North from the proposed Hendrick Hudson Bridge over the Harlem River Ship Canal to Yonkers, and, with the co-operation of the Westchester County and other officials, the continuation of this wide thoroughfare along the Hudson to the new bridge to Bear Mountain, (Palisades Interstate Park.).

(B) The widening of Boston Post Road throughout its entire length in The Bronx.

(C) A new connection between the Concourse and Jerome Avenue by carrying the Concourse across Moshulu Parkway on a viaduct to Jerome Avenue.

(D) The laying out of a new roadway 100 feet wide on the East side of Jerome Avenue from this connection to Bainbridge Avenue.

(E) A connection between the proposed extension of Riverside Drive and The Bronx River Parkway.

(F) The possible widening of Mott Avenue, and the paving of Walton and Gerard Avenues, to serve as outlets for Southbound traffic from the Concourse.

It will take a tremendous amount of money to carry out these suggested improvements, said Mr. Fitch, and it will be a problem, and a serious problem to determine where the money will come from to pay for these improvements.

The closing part of Mr. Fitch's address was given over to an explanation of a plan which he has devised for the relief of traffic congestion at the 149th Street "L" and Subway stations.

Regardless of the merits of the plan, Mr. Fitch admitted there is little likelihood of anything being done about it by the City, which will have to pay the entire cost of any changes that might be made, because of the fact that the Board of Estimate is not inclined, and will not be inclined for some time to come, to vote appropriations for anything except the most urgent public necessities, and it would be pretty hard to convince them that any alteration in the station plans at this point would come under this heading.

TO GREET NATIONAL COMMITTEEMEN

President John M. Haffen and Executive Secretary Charles E. Reid will be guests of the Broadway Association on Thursday, June 19th, at a luncheon at the Hotel Astor, to greet the members of the Democratic National Committee.

COURT OF APPEALS SETS ASIDE ORDER FOR BRONX BRIDGE

In the matter of *McAneny vs. New York Central Railroad, 238th Street Bridge*, the Court of Appeals has set aside the order of the Transit Commission, which would have required the railroads to build a bridge across the Bronx Valley at 238th Street.

The Court upheld the contention of the railroads that they should not have to pay for the construction of any part of such a bridge, except that part constructed over their right-of-way, and that the City should have to pay the cost of the approaches on both sides of the right-of-way.

As the railroads raised this point in connection with the bridge at 238th Street and the bridge at 241st Street as well, the entire matter now is at a standstill, pending decision by the City as to whether it desires to pay the cost of the approaches to these bridges.

It now rests with the property-owners and interests involved to re-open the matter through the Borough and City authorities, and the Transit Commission.

The Bronx Board of Trade has requested Borough President Bruckner to re-open this matter with the idea of getting at least one of these bridges, at the most advantageous location, under way at the earliest possible date.

WOULD OPEN UP NEW SHORE ROAD TO CITY ISLAND AT ONCE

The Bronx Board of Trade has asked Park Commissioner Joseph P. Hennessy to permit the use of the new Shore Road skirting Rodman's Neck, (where the Pelham Bay Naval Encampment used to be), during the daylight hours, in order to relieve traffic congestion to and from City Island.

As this road is not lighted, the Board is not prepared to advocate the use thereof after dark, with its possibilities of accidents and improper use, but feels that some provision can be made for its use during the daylight hours.

CUPS PRESENTED TO BOARD'S ESSAY CONTEST WINNERS

On the morning of Monday, May 19th, at the regular assemblies at Morris High School and Theodore Roosevelt High School, the three silver loving cups awarded to the winners of The Bronx Board of Trade Essay Contest, held in connection with the recent membership campaign, were formally presented to the prize winners by Mr. James Brackenridge, Chairman of the Membership Committee, and Mr. Charles E. Reid, Executive Secretary.

BRONX TO HAVE ANOTHER THEATRE OF "LEGITIMATE" TYPE

According to announcement recently made, The Bronx is soon to have another theatre, which will be devoted to "legitimate" drama and musical comedy of the highest class. It is to be erected on Jerome Avenue, near 170th Street.

According to the announcement, which does not disclose the name of the theatrical interests who will control the building, no "movies" will be shown in this theatre at any time.

MEMBERSHIP CAMPAIGN LEADERS REWARDED FOR ZEAL

President John M. Haffen of The Bronx Board of Trade, has presented to four of the workers in our recent membership campaign as rewards for their zeal in having brought in the greatest number of members, fine fountain pens with the workers' names engraved thereon.

The recipients of the rewards were Mr. Lynn C. Webber, Mr. Erich L. Moraller., Mr. William A. Zeidler, and Mr. William J. Schloemer.

DISPLAY NATIONAL AND CITY FLAGS DURING CONVENTION TERM

On the suggestion of Mr. Rodman Wanamaker, Chairman of the Mayor's Committee on Reception to Distinguished Guests, Mayor John F. Hylan will issue a proclamation urging residents and business men of the City to display the National and City colors while the Democratic National Convention is in session here during the latter part of this month.

The Bronx Board of Trade takes this occasion to notify its members in advance of the promulgation of the proclamation, so that The Bronx may be properly decorated during the Convention term.

SAYS BAD WIRING IMPERILS 100,000 CITY BUILDINGS

Mr. Charles L. Eidlitz, President of the Electrical Board of Trade, at a joint luncheon meeting of that organization and the New York Electrical League, at the Hotel Astor, on Wednesday, May 28th, stated that defective electric wiring constitutes a danger in more than 100,000 New York City buildings, and urged that existing wiring installations be inspected by City Departments as thoroughly as new work is now surveyed.

Installations by incompetent men are a constant menace, he said, and much of this work is now being done. Also, frequently, additions are made to the wiring systems by men who are not licensed by the City, who use unapproved materials, and who are not familiar with construction work.

TRUCKING SERVICE AUXILIARY TO FREIGHT SERVICE

The New York Central Railroad Co. has installed a motor truck service on less-than-carload freight destined for delivery at freight stations in Westchester and Bronx Counties, which is doing much to speed up the delivery of short-haul freight.

The truck service emanates from Yonkers and covers the White Plains, Hartsdale, Scarsdale, Tuckahoe, Bronxville, Mount Vernon, Woodlawn, Williamsbridge, Fordham, Kingsbridge, and Westchester Ave. freight stations.

NEW BOAT FOR CLASON POINT FERRY

Commissioner Grover A. Whalen, of Plant and Structures, has just let the contracts to construct six new ferry boats to be used on Municipal ferry lines, one of which boats is to be assigned to the Clason Point-College Point line.

Its Use Is Appreciated

The womenfolk are quick to realize the advantage of apartments that have the clothes closets lined with

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BOROUGH DAY COMMITTEE DESERVES PRAISE FOR GREAT CELEBRATION

On Saturday, June 14th, Bronx Borough celebrated its own holiday, "Bronx Borough Day", in a manner to call forth the highest praise from all persons interested in the community.

The thanks of our people are due to the Borough Day Committee, of which Borough President Henry Bruckner was Honorary Chairman, and Mr. Albert Goldman was Chairman, for the fine features that marked the celebration of the day, particularly the wonderful parade on the Concourse, which was the most magnificent in the history of the "Borough Day" celebrations.

Mr. August F. Schwarzler, Treasurer of the Borough Day Committee, worked strenuously and successfully to secure the financial support which assured the success of the holiday celebration.

As in previous years, the membership of the Borough Day Committee was largely composed of members of The Bronx Board of Trade.

LET CONTRACT SOON FOR BRONX MUNICIPAL HOSPITAL

All requested appropriations having been made, and the plans soon to be finally approved, Welfare Commissioner Bird S. Coler will within the next 60 days let the contract for the erection of the new Bronx Municipal Hospital, which is to be erected on the block bounded by 167th and 168th Streets, Gerard and Walton Avenues.

Principles of Business Conduct

At the annual meeting of the Chamber of Commerce of the United States at Cleveland, Ohio, in May, the Committee on Business Ethics submitted a codification and interpretation of the Principles of Business Conduct in conformity with what they conceived to be the sound practice of successful American business, and in a form suitable for adoption by the Chamber and each of its members.

On account of its importance in many fields, The Bronx Board of Trade herewith prints the report of the Committee, which was unanimously approved by the National Chamber:

PRINCIPLES OF BUSINESS CONDUCT

The function of business is to provide for the material needs of mankind, and to increase the wealth

of the world and the value and happiness of life. In order to perform its function it must offer a sufficient opportunity for gain to compensate individuals who assume its risks, but the motives which lead individuals to engage in business are not to be confused with the function of business itself. When business enterprise is successfully carried on with constant and efficient endeavor to reduce the costs of production and distribution, to improve the quality of its products, and to give fair treatment to customers, capital, management, and labor, it renders public service of the highest value.

We believe the expression of principles drawn from these fundamental truths will furnish practical guides for the conduct of business as a whole and for each individual enterprise.

- I. **THE FOUNDATION** of business is confidence, which springs from integrity, fair dealing, efficient service, and mutual benefit.
- II. **THE REWARD** of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved and foresight exercised.
- III. **EQUITABLE CONSIDERATION** is due in business alike to capital, management, employees, and the public.
- IV. **KNOWLEDGE**—thorough and specific—and unceasing study of the facts and forces affecting a business enterprise are essential to a lasting individual success and to efficient service to the public.
- V. **PERMANENCY** and continuity of service are basic aims of business, that knowledge gained may be fully utilized, confidence established and efficiency increased.
- VI. **OBLIGATIONS** to itself and society prompt business unceasingly to strive toward continuity of operation, bettering conditions of employment, and increasing the efficiency and opportunities of individual employees.
- VII. **CONTRACTS** and undertakings, written or oral, are to be performed in letter and in spirit. Changed conditions do not justify their cancellation without mutual consent.
- VIII. **REPRESENTATION** of goods and services should be truthfully made and scrupulously fulfilled.
- IX. **WASTE** in any form,—of capital, labor, services, materials, or natural resources,—is intolerable, and constant effort will be made toward its elimination.
- X. **EXCESSES** of every nature,—inflation of credit, over-expansion, over-buying, over-stimulation of sales,—which create artificial conditions and produce crises and depressions, are condemned.
- XI. **UNFAIR COMPETITION**, embracing all acts characterized by bad faith, deception, fraud, or oppression, including commercial bribery, is wasteful, despicable, and a public wrong. Business will rely for its success on the excellence of its own service.
- XII. **CONTROVERSIES** will, where possible, be adjusted by voluntary agreement or impartial arbitration.
- XIII. **CORPORATE FORMS** do not absolve from or alter the moral obligations of individuals. Responsibilities will be as courageously and conscientiously discharged by those acting in representative capacities as when acting for themselves.
- XIV. **LAWFUL CO-OPERATION** among business men and in useful business organizations in support of these principles of business conduct is commended.
- XV. **BUSINESS** should render restrictive legislation unnecessary through so conducting itself as to deserve and inspire public confidence.

NEW YORK'S FIRST MAYOR

The first Mayor of the City of New York went into office in 1665. Thomas Willett was appointed Mayor for a one-year term by Governor Richard Nicholls, under a patent granted by James, Duke of York.

JUST THE MAN FOR THE JOB

Foreman: "Here, now, Murphy, what about carrying some more bricks?"

Murphy: "I ain't feeling well, guv'nor; I'm trembling all over."

Foreman: "Well, then, get busy with the sieve."

CAPITOL NATIONAL BANK OPENS OFFICE ON PROSPECT AVENUE

The Bronx Office of the Capitol National Bank, at the corner of Prospect and Longwood Avenues, is now open for business, and marks the advent of another Manhattan Bank into The Bronx's financial field.

Though it is only twenty-three months in operation, the Capitol National Bank has in that short period of time built up its deposits to \$17,000,000, and acquired three branch offices. The history of this bank is an interesting one and its standing in the world of finance today is a tribute to the genius of its founder and President, Max Radt.

A few years ago, the garment industry, in its search for a new location, chose Seventh avenue, and the twin Garment Centre-Capitol Buildings were erected by thirty-two cloak, suit and dress manufacturers.

Mr. Radt at that time was Vice-President of the Irving National Bank. His business genius foresaw the great possibilities for an independent bank with sufficient capital to take care of the big interests in this section.

Closely associated with Mr. Radt in this project was Joseph Durst, the present Vice-President. After a very short period of preparation, the bank opened on June 6, 1922, with a \$2,000,000 capitalization and a paid-in surplus of half a million. At the end of the day, deposits were over \$1,000,000.

In January, 1923, the Capitol Bank took over the North American Bank at Canal and Orchard streets, and in January, 1924, they opened an office in Brooklyn, corner Eastern Parkway and Hopkinson avenue.

The Prospect Avenue Office opened for business on Thursday, June 5th. Mr. William Alsofrom, Manager, is in charge.

ENLARGED HOME OF NORTH SIDE SAVINGS BANK ALMOST READY

The enlargement of the home of the North Side Savings Bank, on Third Avenue near East 163rd St., is rapidly nearing completion.

In the recent past the bank moved over into the new addition erected next to its old quarters and at the present time these old quarters are being remodeled so as to conform with the newer quarters.

It should be but a short time hence before the entire building project is completed and the North Side Savings Bank in full occupation of its enlarged premises.

BRONX BOROUGH BANK LOCATED IN ITS NEW BUILDING

The Bronx Borough Bank is now located in its new building at the corner of East Tremont and Washington Avenues, a block east of its old home at Tremont and Park Avenues.

The new building of The Bronx Borough Bank is a fine example of bank architecture, being of white limestone and of Colonial design.

BRONX NATIONAL BANK TO EXPAND

It is reported on good authority that The Bronx National Bank will in the near future install a branch office in Westchester Square, to serve the East Bronx Section.

PUBLIC NATIONAL BANK TO OPEN THREE MORE BRONX BRANCHES

The Public National Bank of New York will in the near future open three additional Bronx branches, to be located at 180th Street and Southern Boulevard, 163rd Street and Prospect Avenue, and 138th Street and Willis Avenue.

This will give the Public National Bank five Bronx branches as it already has two branches on Third Avenue, near Claremont Parkway, and on Southern Boulevard, near 163rd Street.

STATE BANK TO OPEN ANOTHER BRONX BRANCH

The State Bank will in the near future open an additional branch in The Bronx on East Tremont Ave., near Marmion Avenue.

This will give the State Bank three Bronx branches, since it already has branches at Union and Westchester Avenues, and on Southern Boulevard, near Westchester Avenue.

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Can Give Me Personal Service
In Connection With My Insurance
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Mott Haven 5820-1*

RAY. L. KORNDORFER, Inc.

announces that

Henry P. Stein, Jr. and Edward F. Winkler
have been added to their staff

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IRVING-COLUMBIA TRUST BRANCH AT 148th STREET REMODELED

Extensive alterations have just been completed at the 148th Street and Third Avenue Branch of the Irving Bank-Columbia Trust Co.

By a rearrangement of the counters and offices downstairs, added space has been found for the general public, the offices and the paying and receiving tellers. It has even been possible to put more of the offices downstairs.

Manager Fred Berry still retains his upstairs office. A new section has been partitioned off for the use of Robert I. Curian, a new Vice-President, who will be Berry's right hand man in the Borough.

COSMOPOLITAN BRANCH TO MOVE

The Freeman Street Branch of the Cosmopolitan Bank, located on the East side of Freeman Street, near Simpson Street, will in the near future move to the North side of Southern Boulevard, a few doors West of Freeman Street.

The quarters to which the branch will move are now being prepared for their use, having formerly been used as a small department store.

URGES COMFORTS FOR GOLFERS

President John M. Haffen, of The Bronx Board of Trade, has written to Park Commissioner Joseph P. Hennessy, requesting his co-operation in having shelters and comfort stations erected on the Moshulu and Pelham Bay Park Golf courses, for the convenience of the men and women using these public links.



Stop Throwing It Away

It may be a pleasant occupation, but bad for business--that is why we suggest using up-to-date Original looking and Original feeling Facsimile Typewritten Business Stimulating Letters, every one with your signature in ink, no matter the quantity --- 100 to 100,000.

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CORPORATION COUNSEL ADVISES DELAY ON 174th STREET BRIDGE

In the matter of the proposed bridge carrying East 174th Street across the tracks of the New York, New Haven and Hartford Railroad, and the New York, Westchester and Boston Railway, and the Bronx River, the Corporation Counsel has made a report to the Chief Engineer of the Board of Estimate that he hesitates to advance the proceeding, in view of the expense involved, until a greater measure of urgency can be established.

At the meeting of the Board of Estimate held on Friday, June 6th, the report of the Chief Engineer relative to this proceeding was referred to the Committee on City Plan and Public Improvements.

The Bronx Board of Trade is firmly of the belief that this bridge should be constructed at the earliest possible time, especially in view of the fact that it provides immediate access to the new James Monroe High School and a large Public Elementary School now being erected in the vicinity of 172nd Street and Boynton Avenue, and will argue strongly for provision forthwith to erect this bridge at hearings thereon before the Committee on City Plan.

Property owners in the vicinity who are interested in this bridge should communicate immediately with the Board of Estimate in support of the project, assured that they will have the fullest support of The Bronx Board of Trade in the advancement of their arguments.

BARGE CANAL CARRIERS

Bronx shippers interested in using the State Barge Canal System for the transportation of their freight, incoming or outgoing, are advised to write to the State Department of Public Works, Bureau of Canals, at Pier 6, East River, for a copy of "General Circular No. 27", which lists the organizations and individuals who are operating cargo boats on the New York State Canals during the 1924 season, with a statement of the equipments available, and a description of the character of service rendered by each, as reported to the Canal Bureau by the respective operators.

The Bronx Board of Trade would be pleased to hear from Bronx interests which used the Canal during the 1923 season, concerning their experience with Canal shipments.

CONFER WITH BOROUGH PRESIDENT

A Joint Committee representing the Civic and Traffic and Waterways Bureaus of The Bronx Board of Trade recently held a conference with Borough President Henry Bruckner relative to matters under the jurisdictions of the respective Bureaus, and, as a result, secured his co-operation relative to these matters.

OTTO W. HOLMGREN

Registered Patent Attorney
U. S. AND FOREIGN

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Address all Communications to
THE BRONX BOARD OF TRADE
137th Street and Third Avenue, The Bronx

In Memoriam

EMIL FLEISCHL
Died June 14th

WELCOME TO THE BRONX, DEMOCRATIC DELEGATES

Soon after this issue of "Bronxboro" reaches you, on June 24th, to be precise, the Democratic National Convention meets at Madison Square Garden.

This is a big event in the history of the City of New York, and the thousands of Delegates to the Convention will without doubt, on their sight seeing tours, make visits to The Bronx, since no trip to New York City would be complete without visits to the New York Botanical Garden and the New York Zoological Park, in Bronx Park, nor will they consider that they have seen all the City's beauty spots until they have driven over our Grand Boulevard and Concourse.

Residents, property owners and business men of The Bronx should show our guests that The Bronx is the finest and best looking Borough in the Greater City.

Welcome our visitors with all your heart and make their visits to The Bronx events which will call forth fondest recollections in the future.

Remember, a visitor today may be a permanent resident tomorrow.

Help the Greater City to extend a hearty and joyous welcome to the comparative "stranger at our gates".

BIG HARLEM RIVER IMPROVEMENT PROJECT ADVANCED MATERIALLY

It is estimated that the dismantling of the buildings on the Johnson Iron Works property at Spuyten Duyvil, in preparation for the work of cutting through the new channel of the Harlem River at that point, so as to eliminate the bend in the river, should be completed about the middle of July.

Following the removal of these buildings it will be possible for the Federal Government to commence the work of excavating for the new channel, which work, with the removal of the piers of High Bridge, will have a very important effect upon the future industrial growth and development of our Borough.

The three-fold improvement of the Harlem River for which The Bronx Board of Trade has been working for many years, includes the straightening of this channel at Spuyten Duyvil, the removal of the High Bridge piers from the channel of the river, and the deepening and widening of The Bronx Kills.

It will thus be seen that two of these three parts of the project are being taken care of, since the City is almost ready to commence the work of removing the High Bridge piers.

Relative to The Bronx Kills improvement, this matter was made, last year, the subject of an adverse recommendation by the Board of Engineers for Rivers and Harbors, whose recommendation was that the improvement of this channel should be deferred until such time as the commerce that might reasonably be expected to use the improved channel should be sufficient to warrant the high cost of the improvement.

A protest against this recommendation was made, in which our Board of Trade was joined by the State of New York, the City of New York, and The Bronx Borough authorities, as well as the principal civic-commercial organizations of the Greater City. By personal appearances and briefs this protest was recorded at a public hearing, at Washington, before the Board of Engineers.

Subsequently, Lieut. Col. James R. Slattery, of the Corps of Engineers, U. S. A. for this District, was requested to collect data to present to the Board of Engineers, as to the principal commerce that would pass through The Bronx Kills if that waterway were improved, and the probable time that would be saved to boats as a result of that improvement.

In an effort to determine, for a period of one month, commencing June 25th and ending July 24th, 1924, the extent of this commerce, Lieutenant Colonel Slattery has sent to a number of towing and lighterage companies, including railroad companies, a circular letter requesting this information.

BRONX HOSPITAL PLANS TO INCREASE FACILITIES

The Directors of Bronx Hospital have decided to erect another building on a lot adjacent to the old building, at 169th Street and Fulton Avenue, which will increase its present capacity by approximately 150 per cent.

The cost of the new building will be approximately \$750,000, of which \$200,000 already has been donated. Building operations are scheduled to commence in the Fall.

Bronx Hospital is doing good work in the community, and, together with the other private hospitals in The Bronx, such as Union Hospital, deserves the support of the public.

Niewenhous Co. to Build Huge Terminal Market Building

The Niewenhous Co., Inc., 316 East 161st Street, Mathias Niewenhous, President, has been awarded the contract by the City for building the huge wholesale market and storage building of The Bronx Municipal Terminal Market, to be located on the Harlem River, between 150th and 161st Streets, The Bronx.

This building will be the first of a group of buildings which are to cover the Market site,—a fish market, poultry market, retail market, etc., being among the buildings which will be constructed at a future date.

The wholesale market and storage building will be six stories in height, and will have a frontage of 335 feet on Exterior Street, and a depth of 316 feet. The different floors will be reached by eight freight and four passenger elevators. The facade of the building will be of granite, face brick, and limestone.

The time allowed to complete this structure is approximately one year. Construction work will be started in the near future.

It is estimated by the builders that the material which will be required for this immense building will include 11,000 tons of structural steel, over 1,000,000 face brick, over 1,500,000 common brick, approximately 150,000 square feet of terra cotta blocks, about 50,000 barrels of cement, approximately 700,000 square feet of floor arches, over 1,000,000 square feet of cement-gun work to protect the steel, and approximately 125 carloads of cork, together with innumerable other materials.

Arrangements are being made with the New York Central Railroad for a railroad track to go directly into the building, from the main line, over which

will be delivered the approximately 5,000 carloads of material outlined above.

The Bronx Board of Trade is pleased to record the fact that it was largely instrumental in having this Municipal Terminal Market erected in The Bronx and that the contractors on the dominating building are affiliated with this organization.

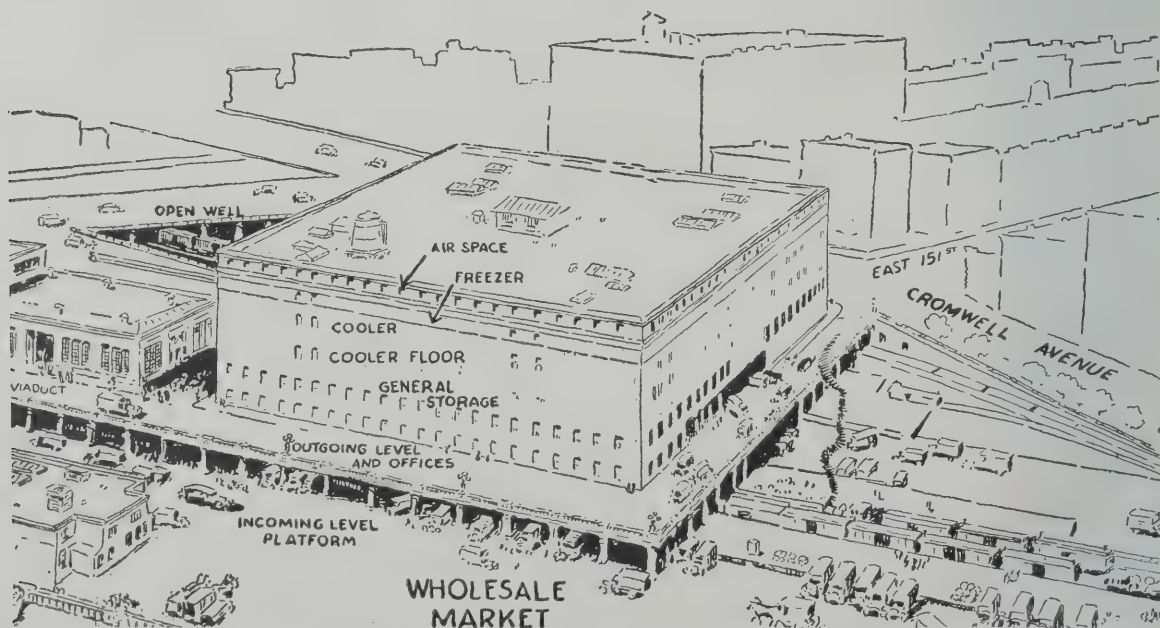
NEW LIGHTING SYSTEM ON GRAND CONCOURSE NOW BEING INSTALLED

The work of installing the new lights on the Grand Concourse, (which are of a type advocated by The Bronx Board of Trade), under the jurisdiction of the Department of Water Supply, Gas and Electricity, is now under way, and, according to the estimates of that Department, the work should be well advanced by the end of the present month.

The work involves the erection of new lighting standards on the central "islands" and the relocation of many of the lights on the side roadways.

It is anticipated that when these new lights are installed, and the other work incidental thereto is completed, the lighting of the Grand Concourse will be a model of efficiency in street lighting, and fully in keeping with the high character of this world renowned thoroughfare.

The Bronx Board of Trade extends its thanks to Deputy Commissioner Albert H. Liebenau and Chief Engineer Nicholas J. Kelly, of the Department of Water Supply, Gas and Electricity, for their co-operation on this project.



Wholesale Market and Storage Building of The Bronx Municipal Terminal Market Project

BUSINESS OF BRONX REGISTER'S OFFICE ESTABLISHES RECORD

A report of the business done in the Bronx County Register's Office has been issued by Register Edward Polak, covering the period beginning January 1st, 1924, and ending May 31st, 1924.

A comparison with the first five months of 1923 which was the banner year since the formation of Bronx County, ten years ago, Register Polak says, indicates that the year 1924 will far exceed it in receipts and in general business transacted.

Cash received from the General Administration for the period named amounted to \$94,975.57 in 1924 as against \$67,169.43, a gain of \$27,806.14; while the mortgage tax receipts for 1924 totaled \$423,006.75 as against \$300,428.93 for 1923, a gain of \$122,577.82. This makes a total gain of \$150,383.96. At this ratio the receipts for 1924 will be \$1,250,000, an approximate increase of \$375,000 over 1923.

The number of instruments filed for this period in 1923 was 30,948 and for the corresponding period of 1924, 36,886, classified as follows: Conveyances, 7,584; mortgages, 11,365; miscellaneous papers, 96; chattel mortgages, 14,195; satisfaction of mortgages, 3,646.

An indication of the tremendous building boom in The Bronx is shown by the mortgage tax indebtedness, which for the first five months of 1923 was \$60,085,400 and for 1924 \$84,601,200.

BUSINESS OF BLUSHING, ETC.

"Postage" the monthly magazine devoted to the promotion of better direct-mail advertising and selling, which is to the house organ and the sales letter what "Printers' Ink" is to the magazine and newspaper advertiser, in its issue for May, 1924, holds up this magazine, "BRONXBORO", as an example of what can be done to make a magazine interesting.

We quote from the article without further comment:
CHAMBERS OF COMMERCE

"We suggest that you write for a copy of "BRONXBORO", the official monthly magazine of The Bronx Board of Trade.***

Our only reason for asking you to do this, is to give you an idea of a magazine that is made easy to read by the excellent manner in which it is sub-headed.

"New York is a busy city, but no busier than hundreds of other American cities. Business men are busy men. If you want them to read your official publications, make them easy to read."

Bronx Business Men will enjoy Lunch at

Hill-Ware Company
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AMENDED POSTAL REGULATIONS REGARDING FREIGHT BILLS

Freight bills may under certain circumstances be sent for auditing purposes by express rather than by first-class mail.

Heretofore the Post Office Department has always held that freight bills and bills of lading, filled out either in handwriting or typewritten, when sent in the mails, sealed or unsealed, are chargeable with letter postage, that is, at two cents an ounce or fraction of an ounce, regardless of their weight.

Upon submission to the Post Office Department of the question of whether the transmission by express of freight bills and bills of lading to auditing concerns or between offices is in violation of the private express statutes, the Department has, following an opinion from its Solicitor, changed its former rule so that now freight bills sent for audit when unaccompanied by any letter of advice or transmittal and not bearing any notations which are not originally on the papers when sent by the railroad or express company to the shipper, are held not to be "letters" within the meaning of the private express statutes and may consequently be sent by express or otherwise outside of the mails.

POSTAL CARD SIZE LIMITED

The attention of our members is called to the fact that the postal laws and regulations limit the size of "post cards" to 3 9/16 by 5 9/16 inches. Cards exceeding the maximum size are subject to postage at the letter rate, two cents each if wholly or partly in writing, and to the printed matter rate, one cent each, if wholly in print.

The minimum size is 2 3/4 by 4 inches.

WOULD KEEP COMFORT FACILITIES USABLE AT ALL TIMES

The Bronx Board of Trade has requested the Interborough Rapid Transit Company to take steps to keep all wash rooms and toilets, on Subway and "L" stations, in such condition that they may be usable at all times, barring accident or causes beyond the control of the Company.

This action was taken because of the fact that a cursory survey in The Bronx showed a good proportion of these facilities "out of order".

President Frank Hedley has promised his co-operation on the matter.

MORRIS HIGH SCHOOL DEDICATES NEW CAMPUS, "GOODWIN FIELD"

On the morning of Thursday, May 29th, Morris High School dedicated, with proper ceremonies, its new Campus north of the school building. The Campus has been named "Goodwin Field", in honor of Dr. Edward J. Goodwin, first Principal of Morris High School.

The Bronx Board of Trade was of considerable assistance to the High School authorities in obtaining the development of this Campus, and at the dedication exercises Principal Elmer E. Bogart gave due credit to our Board of Trade for the help which it gave.

Only those acquainted with the condition of this field before it was levelled, and the efforts that were made to bring about its improvement, can appreciate the real meaning of this dedication to Morris High School.

It was not just a vacant lot. It was extremely uneven, with large protruding rocks and tree stumps turning their jagged edges to the sky. Now it is an athletic field of which any school might be proud.

BOARD URGES EARLY ACQUISITION OF LINCOLN HOSPITAL BY CITY

The Bronx Board of Trade has written to the Board of Estimate and Apportionment urging the earliest possible acquisition and development of the Lincoln Hospital and Home by the City, in accordance with the recently enacted State legislation.

It is understood that the hospital, when it is finally acquired by the City, will be under the jurisdiction of the Department of Public Welfare.

OUR NEW HOME

The recently completed portion of our New Banking House enables us to render increased Service to our old depositors and provides ample space for service to new depositors and friends.

Our New Burglar-Proof Vault, on the Bank Floor, Electrically protected, will be found convenient for the safekeeping of Valuables.

Boxes rent from \$5.00 per year upwards

NO STAIRS TO CLIMB

North Side Savings Bank

3230 Third Ave. Near 163rd Street.

Assets over 12 Millions

THE BLUE-SKY PROMOTER IS STEALING YOUR SALES

In the issue of "Printers' Ink" for May 1st, 1924, there is a special article by Roy Dickinson, Associate Editor, under the above heading, which should be read by every business man in The Bronx.

It is an article which deals at length with the sale of worthless stock and the means which are employed to promote doubtful and speculative ventures.

The article itself is too long for reprinting in "BRONXBORO", but we present one section that deals with ten methods of self-guidance in the matter of considering investments, which might be termed "Dickinson's Rules of Testing Investments". They follow:

(1) When a stock salesman tells you "now or never," the answer is always "never". Good investments will be here tomorrow. Get sound advice before you buy.

(2) Don't try to combine gambling with investment. The more interest the more risk.

(3) Don't buy swamp land 1,000 miles away. If you buy real estate, buy right near home.

(4) Watch out for the man who offers a big stock bonus. It's cost many folks their life savings.

(5) Don't invest in another man's dreams. Be especially suspicious of the man who tells you how much a \$100 investment in original Ford or telephone or other similar stock is worth now. For every big winner many more fail. A man who has discovered a diamond mine doesn't tell the world about it. Out of every 100 new businesses started, 87 fail and only thirteen prove successful!

(6) Mining costs big money. Shun the man who tells of the mountains of gold that beckon on the blue horizon.

(7) If you must gamble, gamble on yourself. Don't play the other man's game.

(8) Don't stay on a sucker list. If strangers write offering to make you rich, tell them to remove your name from their list. Get off the list. Some of those birds can write.

(9) Crooks take advantage of every invention. Watch out now for fake radio stocks.

(10) Most fake promoters use the money from stock sales to pay running expenses. Buy mahogany furniture for your own house instead of for a bucket shop.

WE'LL BUY ONE

"Hello, Pat, I hear you lost your job in that department store."

"Yes, got fired the first day."

"How did that happen?"

"Oh, I just took a sign from a lady's shirt waist and put it on a bath tub."

"Well, that wasn't so awful, was it?"

"I don't know, but the sign read, 'How would you like to see your best girl in this for \$2.98?'"

"I REALLY MUST BE GOING....."

"I would like to have a trophy room," murmured Diana, dreamingly.

"Ah, yes," responded Sappleigh. "Decked with mementos of the chase, eh?"

"Yes—bores' heads!"

NATIONAL CHAMBER WARNS OF FIRE HAZARDS OF RADIO SETS

*Sponsored by Underwriters' Laboratories and Based
on National Electrical Code*

With the approach of summer and its attendant electrical storms, it seems desirable to call public attention to the fire hazards of radio receiving sets. During this season of the year the possibility of lightning striking radio antennae usually receives some consideration, but it is a known fact that many receiving sets are not safeguarded against destruction in this manner. One never knows where lightning will strike, but if properly protected, radio antennae should not cause anxiety from this source.

An aerial may be safeguarded by a protective device known as a lightning-arrester, which is installed in the lead-in wire as near as practicable to the point where the wire enters the building. This protector should not be placed in the immediate vicinity of easily ignitable material or where exposed to flammable gases or combustible dust and flyings.

The most important precaution a radio operator should take is to keep the antennae clear of all electric light and power wires. A number of cases have been known where aeriels have fallen across or come into contact with trolleys or high voltage cables resulting in loss of life. The National Electric Code requires that antennae and counterpoise outside buildings shall be kept well away from all electric light and power wires of any circuit of more than six hundred volts, and from railway trolley or feeder wires, so as to avoid possibility of contact under accidental conditions. Antennae should be installed in such manner that there will be no swaying during stormy or windy periods.

Aerial wires are often supported from chimneys or masts which are tied to chimneys. The application of this additional stress and leverage has resulted in many cases in the cracking of the brick work. This is a serious condition because of the fire hazard involved in cracked chimneys. Where such conditions exist they should be remedied at once. If an iron mast is used to support the antennae it should be grounded as a precautionary measure against lightning. An effective ground may be obtained by running a copper wire in as straight a line as possible to water piping or metal buried several feet underground.

The current from a six volt storage battery is sufficient to cause fire if the terminals or the wires

leading from them become crossed. Care should be taken to avoid this. All wirings should be installed in an approved manner. Lead-in wires and other inside wiring should not be permitted to come in contact with light and power wires.

The following brief suggestions are of value:

1. Keep all radio antennae and wiring away from electric light and power wires.
2. Do not attach antennae to old brick chimneys.
3. Ground metal masts used to support antennae.
4. Take sufficient precaution to prevent crossing of storage battery terminals or wires.
5. Provide approved protective devices in lead-in wires.

(U. S. Chamber of Commerce Insurance Department)

AUTO-MANIA

Here lies the body of Jim Lake,
Tread softly all who pass;
He thought his foot was on the brake,
But it was on the gas.

—Typo Graphic

AT sixty miles
Drove Willie Smidder;
He lost control
His wife's a widder.

—Town and Country

Here lies what's left
Of Henry Glenn;
Match in gas tank—
Up went Hen.

—San Francisco Chron.

Bill Turpin sneered
At careful folk;
He hasn't sneered
Since his axle broke.

—Pitt Panther

Ben Higgins never would be passed,
He bragged his car's endurance,
He passed six cars with backward glance—
His wife has his insurance.

—Pitt Panther

A motor car and a wife cost more for upkeep than one anticipates, but they help over many roads and they sweeten existence. Their idiosyncracies may always be traced to man's misunderstanding of their complicated mechanism.

—Exchange

A MODERN HERO

At a lecture, the speaker orated fervently: "He drove straight to his goal. He looked neither to the right nor to the left, but pressed forward, moved by a definite purpose. Neither friend nor foe could delay him, nor turn him from his course. All who crossed his path did so at their own peril. What would you call such a man?"

"A truck driver!" shouted a voice from the audience.



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INDEX TO ADVERTISERS

BANKS—

Bronx National.....Ins. B'k. Cover
Capitol National.....Back Cover
North Side Savings.....10
Twenty-Third Ward.....Ins. Fr. Cover

CARPET CLEANING—

Harlem Carpet Cl'g Co.....12
Arrow Carpet Cleaning Co.....12

CHIROPDIST—

Dr. Julian Poyourow.....12

CHIROPRACTOR—

J. A. Mintz.....12

COAL—

Stephens Fuel Co.....Ins. B'k. Cover

GAS SERVICE—

Bronx Gas & El. Co.....Ins. B'k Cover
Central Union Gas Co.....Ins. Fr. C'r

HARDWARE—

Tremont Hardware Co.....11

INSURANCE—LIFE—

A. B. Blanchard.....12
Ray L. Korndorfer, Inc.....5
Henry P. Stein.....5

LUMBER—

Rosenberg Lumber Co.....3

PATENTS—

O. W. Holmgren.....6

PHOTOGRAPHY—COMMERCIAL—

General Photographic Co.....9

PRINTING—

Borough Printing Co.....11
Warontas Press, Inc.....6

REAL ESTATE—APPRAISER—

Jas. J. Donovan.....Ins. B'k Cover

REAL ESTATE—

J. Clarence Davies.....12

RESTAURANTS—

Hill-Ware Co.....9

SHOES—

Max Deutsch.....12

BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE



Photo by General Photographic Co.

Getting ready for the future Bronx. The Harlem River, at Spuyten Duyvil, showing, at upper left, the demolition of the Johnson Iron Works under way, to permit of straightening the channel at this point.

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BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

JULY - AUGUST, 1924

NUMBER 3

Bronx River Parkway To Be Completed Soon

With the letting of the contract for three additional miles of paving, between White Plains and Valhalla, the completion of The Bronx River Parkway project is finally in sight, according to Jay Downer, Chief Engineer of The Bronx River Parkway Commission.

Reclamation, drainage work, and reforestation, in progress for more than ten years, is therefore virtually completed, for, after the completion of the work provided for in the new paving contract, only a fraction of a mile of paving, in Westchester County, will remain to be provided for.

The Parkway Project, which has transformed the area on both sides of The Bronx River between Bronx Park and Kensico, has "made over" an area 15½ miles long, at a cost of a little over \$13,000,000, of which New York City has paid two thirds and Westchester County the remaining third.

The Bronx River Parkway project had its inception in 1895, when a movement was started to investigate the feasibility of laying a giant sewer along the river valley to carry the city sewerage and prevent pollution of the stream. A committee was appointed to study the situation and report, but no action was taken

A picturesque spot
on The Bronx River
Parkway, in The
Bronx, just north
of Bronx Park





This is the way it looked at this spot before the Parkway Commission transformed it

because of the legal difficulties that stood in the way. Through most of its course, The Bronx River wound through Westchester County, and it was evident that the greatest advantage from the improvement would accrue to the City of New York, and that the greater part of the necessary funds would have to be furnished by the City.

Ten years later the effort was renewed, in a memorial to the Assembly by the New York Zoological Society, which pointed out the bad sanitary condition of the river and the need for improvement. This memorial declared that The Bronx River could be changed from "an open sewer clogged with filth and pollution," to one of the most beautiful parkways in America.

As a result of the efforts of the Zoological Society a new type of administrative body, The Bronx Parkway Commission was created by special legislative enactment.

Madison Grant was named as the Chairman and the representative of the City; William W. Niles, Vice-Chairman and the representative of The Bronx, and James J. Cannon, Treasurer and the representative of Westchester County. Only one change has been made in the personnel of the Commission during its work of almost 20 years—the appointment of Frank Bethell as Treasurer upon the death of Cannon.

STOP THAT NOISE!

The Bronx Board of Trade has once more requested, and has been assured of, the co-operation of the Police Department in its continuous campaign against those motorists and motorcyclists who enjoy driving their machines with the muffler cut-outs open in the early morning and late evening hours.

This is one kind of "outdoor sport" with which we can well dispense.

BOARD COMMITTEE TO SUGGEST NEW BRONX TRANSIT LINES

Soon after Borough President Bruckner returns from his overseas voyage in August, the new Municipal Board of Transportation, consisting of Hon. John H. Delaney, Chairman, Hon. William A. DeFord, and Hon. Daniel Ryan, will hold a public hearing, on what will be known as "Bronx Day", at which interested organizations and individuals will be given an opportunity to present their views as to what The Bronx needs in the line of new rapid transit facilities.

The Special Committee on New Transit Routes of the Traffic and Waterways Bureau of The Bronx Board of Trade, of which Mr. Alexander Haring is Chairman, will represent our Board at this hearing and will present the Board's views as to necessary new lines and extensions of existing lines.

FIRST AVENUE SUBWAY PETITION FILED BY PROPONENTS

On Tuesday, July 15th, a delegation representing the First Avenue Subway Association presented to the new Municipal Board of Transportation, a petition signed by six thousand property owners and other citizens in favor of a subway along First Avenue, Manhattan.

The Bronx Board of Trade is supporting this project, since it is proposed to extend this line to and through The Bronx to the northern City Line.

THE STATE BANK NOW HAS THREE BRANCHES IN THE BRONX

With the opening, on July 1st, of the Tremont Avenue Branch of the State Bank, at 822-824 East Tremont Avenue, that bank now has three Bronx branches.

The pioneer Bronx branch of the State Bank is that at 158th Street, Union and Westchester Avenues, known as the Union-Westchester Branch, which is in charge of Mr. Joseph A. Seckinger, Assistant Cashier.

The second Bronx branch to be opened is that at 1046 Southern Boulevard, near Westchester Avenue, the Southern Boulevard Branch, which is under the management of Mr. Charles P. Ranges.

The bank's new Tremont Avenue Branch, which is located on the south side of East Tremont Avenue, immediately west of Marmon Avenue, is under the management of Mr. Charles A. Wells.

This new branch, in its first month of operation, was successful beyond all expectations, despite the fact that it opened in a season which in banking circles is ordinarily "slow", and Manager Wells is very optimistic as to the future of this branch, inasmuch as it is most advantageously located.

The State Bank, the main office of which is located at 374-378 Grand Street, Manhattan, has had a steady growth since its organization in 1890, the growth during the past few years being particularly noteworthy.

The net deposits in 1895 were \$808,000; in 1900, they were \$3,243,000; in 1905, \$10,503,000; in 1912, \$12,366,000; and in 1915, they had reached \$19,927,000.

As stated before, however, the greatest growth came in the past few years, as the following table will indicate:

NET DEPOSITS YEARLY FROM 1919

January 2, 1919	\$36,718,000
January 2, 1920	62,478,000
January 2, 1921	74,675,000
January 2, 1922	77,404,000
January 2, 1923	82,004,000
January 2, 1924	91,357,000

The net deposits on June 30, 1924, had reached \$97,070,785, and the total resources of the bank well over \$100,000,000.

The officers of the State Bank are: Harold C. Richard, President; Albert I. Voorhis, John Kneisel, William B. Roth, Charles A. Smith and Harry W. Vogel, Vice-Presidents; C. E. James, C. C. Schnecko, P. Muller, M. M. Teicher, and T. M. Sherman, Assistant Vice-President; John Kneisel, Cashier; F. A. Pappi, P. L. Tuchman, A. J. Van Pelt, J. V. D. Garrettson, W. J. Gilpin, J. A. Seckinger, T. E. Speer, J. H. Vandembree, R. J. Kiernan, D. T. L. Van Buren, and G. W. Pierson, Assistant Cashiers; and C. Woodworth, Auditor.

\$2,500,000 FOR STREETS

During the first six months of the present year The Bronx received from the Board of Estimate for street improvements and sewer appropriations a sum aggregating almost \$2,500,000. This is a record for appropriations for this kind of public improvements in any borough over a similar period of time.

In addition, preliminary authorization has been given for work that is estimated to cost more than \$1,500,000.

SOON READY

The Bronx Board of Trade is very much pleased at the progress which is being made in preparing the Rice Memorial Playfield and Stadium for public use under the jurisdiction of The Bronx Park Department

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IMPROVEMENT OF FORDHAM HOSPITAL FACILITIES

As the first step in a building program entailing the expenditure of approximately \$2,000,000 for Fordham Hospital, Dr. John J. McGrath, President of the Board of Trustees of Bellevue and Allied Hospitals, recently announced an appropriation of \$375,000 for the immediate construction of two wings to the nurses residence and the establishment of a training school for nurses at Fordham this Fall. Plans for the new building are prepared and construction work is expected to start in a short time.

The remainder of the \$2,000,000 is expected to be appropriated next year when the addition to the nurses' residence will near completion.

The construction plans call for expenditure of the fund in the following manner: nurses' residence, \$375,000; pavillion "A", \$500,000; pavillion "B", \$500,000; help's dormitory, \$250,000; refrigeration plant, \$150,000; roof ward, \$50,000; equipment, etc., \$20,000.

ADDITIONAL PARK AREA

At the meeting of the Board of Estimate on June 13th, the area surrounding the bed of old Cromwell Creek (now Cromwell Avenue), bounded by Jerome Avenue, McClellan Street, River Avenue, East 161st Street, Cromwell Avenue and East 162nd Street, excepting land occupied for railroad purposes, was added to the park system of The Bronx.

There may be some litigation on certain strips which are claimed under private ownership.

Pushing New Light System For Concourse

The installation of the new lighting system on the Grand Concourse, as successfully advocated by The Bronx Board of Trade, is progressing rapidly and when the entire project is completed, late in the present year, The Bronx's famous thoroughfare will have one of the most modern and efficient lighting systems in the country.

Under the new lighting project, the present lighting system along the Concourse will be entirely discontinued and even the existing light poles will be removed and replaced with others of a different type, except at busy corners. The present type of pole, which has but a one-arm extension and only one 300-watt lamp, will be replaced by poles with "T" arms, at each end of which will be hung a 300-watt lamp.

While the present lamps are located along the curb of the sidewalks on each side of the street, the new lamps will be distributed carefully and placed on the two center plots of the thoroughfare. This procedure will clear the sidewalks all along the Concourse with the exception of the busy intersections, where, in addition to center plot lamps, there will also be lamp-posts on two of the corners.

To make this possible, in addition to the 81 double lamps, to replace the 81 present single lamps, 16 more poles of similar type will be added. It is possible that at Fordham Road there will be a light pole on each of the four corners in addition to the lights on the central isles at that point. This is to aid the heavy traffic proceeding in both directions at that intersection.

The busy corners, other than Fordham Road, where light posts will be placed on corners, are at 165th Street, 167th Street, 170th Street, Mt. Eden Avenue, Eastburn Avenue, Weeks Avenue, 177th Street, Burnside Avenue, Kingsbridge Road and 204th Street. At these intersections the present lights will be distributed at the corners.

The new lights are to be of the underground service type, with the iron lamp-posts set in concrete. The cross arms of each post will allow the lamps to be suspended six feet from the center.

The number of lights per block will vary and will depend entirely upon the length of the block between two intersections. They will be distributed



Cut From Bronx Home News

New Type of Light Standard being installed on Concourse

however, in such a manner as to give an equal amount of illumination throughout the entire Concourse, with the exception of the busy corners, where more light is necessary.

REPAVING PROSPECT AVENUE

Work is progressing very satisfactorily on the repaving of Prospect Avenue, between 149th Street and Boston Road which work includes the elimination of the centre plots which of late years have proved such eyesores.

A new lighting system is being installed simultaneously with the progress of the repaving, which will have the result that, when the improvement is completed, Prospect Avenue will be one of the finest business streets in The Bronx.

PRINCIPLES OF BUSINESS CONDUCT

In the June issue of "BRONXBORO", on page four, there were printed the "Principles of Business Conduct" as approved by the Chamber of Commerce of the United States at the Annual Meeting in Cleveland in May.

At the meeting of the Board of Directors of The Bronx Board of Trade in September, our Board will be placed on record as formally approving these principles.

LAFAYETTE-MARNE DAY

The ninth, successive, National observance of Lafayette's Birthday and the Anniversary of the Battle of The Marne will take place on Saturday, September 6th.

This day will always have a striking significance for the United States and for the whole world, and will be fittingly observed throughout the nation.

The principal observance will be held under the auspices of the Lafayette Day National Committee, at the City Hall, New York City.

NEW SUBWAY ENTRANCE

Construction has been started on an additional entrance to the Lexington Avenue Subway, Jerome Avenue Branch, at the northeast corner of 138th St. and Mott Avenue.

When this new entrance is completed it will be possible for transferring passengers from the New York Central Lines at 138th Street, (Mott Haven Station), to proceed into the subway, and vice versa, without having to cross Mott Avenue, as at present.

A BIG IMPROVEMENT

The contractors are pushing rapidly the work of repaving Broadway from the Harlem River through Riverdale to the Yonkers City Line.

Part of this work includes the widening of Broadway from 239th Street to the City Line, by extending the roadway, curb and sidewalk into VanCortlandt Park, with the result that when this improvement is completed it will make for a great relief for the traffic congestion which formerly prevailed on Broadway, which is a main artery of highway communication between New York City, the City of Yonkers, and points North and East of New York City.

HON. ARNOLD B. MACSTAY

The Bronx Board of Trade and the Borough of The Bronx lost a good friend in the death, on Tuesday, July 29th, of Hon. Arnold B. MacStay, former Deputy Commissioner and later Commissioner of the Department of Street Cleaning of the City of New York, and more recently Deputy Commissioner of Public Welfare.

Mr. MacStay, as a City Official, worked hand-in-hand with our Board of Trade on numerous civic matters, was a strong supporter of the policies of our Board, and his passing is sincerely to be regretted.

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ADDITIONAL TRAIN SERVICE

Through recent action of the Interborough Rapid Transit Company five additional trains are now being operated north from Hunt's Point to Pelham Bay Park in the evening rush hours on the Lexington Avenue Subway, Westchester Avenue-Pelham Bay Park Extension.

EXAMINATION TIME

The professor was sitting up to mark examination papers. These essays did not assay much intelligence to the square yard. He was trying to be liberal and making heavy going of it. His wife called down from the upper hall.

"Getting rather late, isn't it, dear?"

"It is getting a trifle late," answered the good man.

"It must be very late," declared the watchful wife.

"What time is it, dear?"

The professor chalked up another goose egg and replied gently: "You might call it the zero hour."

BRONX BOYS THRIVE ON OUTDOOR LIFE AT Y. M. C. A. CAMP

"Camping develops character!" The Bronx Y. M. C. A. is a firm believer in this statement and carries out its belief by conducting Camp Talcott, for boys of The Bronx, under the direction of Richard W. Lawrence, Chairman of the Committee of Management, Surrogate George M. Schulz, Chairman, Boys' Work Committee, and Roderick Stephens, Chairman, Camp Committee.

Camp Talcott is located in the midst of a 900 acre tract of woodland and lake at the summit of a high range of hills overlooking the beautiful Neversink Valley in Orange County, New York. A more desirable spot for a boys' camp would be difficult to find.

The camp includes an entire lake which covers thirty-five acres and which is fed entirely by springs, assuring clean and pure water. The present is the seventh season of Camp Talcott, and each year the camp has grown larger, which is a sure sign of popularity with the boys.

Many of the boys remain in camp all season, although some go up for only two or four weeks. The cost is set low enough to give an opportunity for boys whose means are limited to receive the benefits which camping affords. There are now about 225 boys and leaders at camp and every one of these feels that he is enjoying life to its utmost.

Most boys, whether city or country-bred, are the same underneath, and any one of them will tell you that he would rather live out of doors, swim, hike, fish, or do any of the innumerable things which camp life permits. After living cooped up in the big city all winter and spring, a boy finds a well organized summer camp a veritable earthly paradise.

There he can do those things which he most desires to do. He lives in the great out of doors for twenty-four hours of the day, breathes pure, fresh air, eats the most wholesome food that can be obtained, swims to his heart's desire, fishes, hikes, or plays ball as much as he wants to.

Boys are sent to camp primarily in order that they may have a vacation and a good time, but if their character is developed in the process the parents are

that much more satisfied. Parents desire that their sons grow to be strong, courageous, virile men, men who will be loyal to those things which are highest and best in life. These are the things which Camp Talcott stands for, and which it develops in boys through its varied program of camp activities.

FUNDS WANTED FOR FORDHAM HOSPITAL WORKERS

The Fordham Hospital Auxiliary Committee, Olin J. Stephens, Chairman, calls attention to the fact that the pay of the employees at Fordham Hospital, as allowed by the Budget, is in a few instances not sufficient to hold some of them, and the Committee, through contributions, is enabled to supplement the wages of these people and thus retain their services. This very naturally adds to the hospital's efficiency. The amount required for this purpose for the balance of the year is between \$500.00 and \$600.00.

A communication from the Committee continues:

"Occupational Therapy has demonstrated its benefit to convalescent patients, without question; we hope the City will provide in the next year's Budget ample funds for this purpose, but for the balance of the year our Committee must pay the salary of the Instructor, which will amount to approximately one thousand dollars.

This Committee is a voluntary organization formed to help the work of the Hospital and all funds received are used solely for that purpose."

GUS G. KINDERVATER NOW HEADS TRADE AND COMMERCE BUREAU

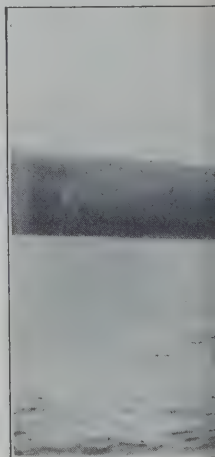
Mr. Gus G. Kindervater was recently chosen as Sixth Vice-President of The Bronx Board of Trade and Chairman of the Trade and Commerce Bureau.

Mr. Kindervater fills a vacancy caused by the resignation from this office of Mr. John J. Duffy, which was accepted with regret.

Mr. Duffy continues as a member of the Board of Directors, and has assured Mr. Kindervater of his co-operation in his new activities.



Left—Happy group of youngsters at Bronx Y. M. C. A. Camp.



Right—The lake at Camp Talcott, Bronx Y. M. C. A. Summer Camp for Boys.



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Address all Communications to
 THE BRONX BOARD OF TRADE
 137th Street and Third Avenue, The Bronx

In Memoriam

CARL D. JACKSON
 Died July 9th, 1924

HON. ARNOLD B. MacSTAY
 Died July 29th, 1924

THE BRONX MAINTAINS PLACE AS SIXTH LARGEST CITY

According to a recent announcement of the United States Census Bureau, the total population of the Country on July 1st was estimated at 112,078,611.

There are 79 cities having a population of 100,000 or more, as compared with 68 cities last year. The Bronx retains its place as sixth largest city in the United States.

New York City is credited with a population of 6,015,504; Chicago, 2,939,605; Philadelphia, 1,951,076; Detroit, not estimated, but known to be over 1,000,000; Cleveland, 912,502; *The Bronx* 871,552; St. Louis, 812,698; Baltimore, 784,983; and Boston, 776,783.

SUGGESTIONS WANTED

The various Bureaus and Committees of The Bronx Board of Trade will in a short time commence activities on their 1924-1925 program of work.

If there is any activity which you think our Board of Trade should take up, which activity would benefit the community, do not delay in dropping us a line at the earliest opportunity.

You have only yourself to blame if The Board does not undertake activities which you think it ought to undertake—it cannot know what is in your mind unless you make your ideas known.

FIRE RESCUE SQUAD WANTED

Our Board is supporting activities which have been initiated to secure the establishment of a Fire Department Rescue Company to serve The Bronx, Harlem and Washington Heights.

The establishment of a local Fire Department Rescue Company, similar to the one stationed in lower Manhattan, is a public necessity, and if Fire Commissioner Drennan seeks an appropriation for the establishment of such a company in his 1925 Budget, his request will receive wide-spread public support.



WORK STARTED ON IMPROVEMENT OF CONCOURSE AT FORDHAM ROAD

The work of depressing the centre roadway of the Concourse, so as to carry it under Fordham Road, as a transverse road was commenced recently when the Spadaro Contracting Company broke ground at the northeast corner of 188th Street and the Concourse.

The contractors are allowed 300 working days in which to complete the work or approximately a year, but they announced that they expect to complete operations well within the contract period.

This improvement, which will eliminate traffic congestion at this busy intersection by making it possible for north and south bound traffic on the Concourse to pass Fordham Road below the grade of that street, will cost in the neighborhood of \$500,000. The new transverse road will run from 188th to 192nd Streets, a distance of 1,106 feet. Fordham Road will be carried over the center roadway of the Concourse on a heavy steel-arched viaduct. The protecting walls of the depressed center road will be of concrete with artificial stone facings.

The Spadaro bid, which was the lowest of twelve received by Borough President Bruckner to cover the work, asked \$393,000 to complete the improvement. Only \$350,000 was available, including \$17,000 which had been saved out of the original appropriation for paving the Concourse. In June Pres. Bruckner secured from the Board of Estimate an additional appropriation of \$60,000 and immediately accepted the Spadaro bid.

Traffic at the intersection of Fordham Road and the Concourse will not be stopped during the progress

of the work. North and South traffic on the Concourse will be diverted to the side driveways while the center is being lowered. The east and west traffic on Fordham Road will be kept going by carrying on the work on half the width of that thoroughfare at a time.

COUNTRY CLUB SCENE OF BRONX LIONS CLUB OUTING

The Lions Club of The Bronx, the headquarters of which are at the Concourse Plaza Hotel, held a most enjoyable outing on Tuesday, July 29th, at the Westchester-Biltmore Country Club. The merry-makers left their Bronx Headquarters shortly after noon, and proceeded to the Country Club, where an elaborate shore dinner was served.

The sporting events included golf and tennis tournaments for ladies and gentlemen, and swimming and track races.

President Edward R. Koch left the arrangements for the various features of the outing in the capable hands of Messrs Joseph Coghlan, Charles Witzel, Thomas J. Byrne, and Charles Kreymborg.

BIG BUILDING UNDER WAY

Construction operations are now under way on a \$600,000 building for the Northern Union Gas Company, on East Kingsbridge Road, between Fordham Road and Valentine Avenue. It will be a five-story and basement structure, one of the largest in The Bronx devoted to commercial purposes.

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to

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**BRONX ROTARIANS BUSY DURING
PAST TWO MONTHS**

The members of the Rotary Club of The Bronx have been a very busy set of men during the past two months.

In June they participated in the "Borough Day" activities, and then, for good measure, ten days later, on the 24th, played hosts to some 1,100 orphan boys from Bronx institutions, whom they brought to the Yankee Stadium to see the Yankees get a ten-inning trimming at the hands of the Senators.

The "Orphan Day" arrangements were capably handled by Secretary E. G. Barrow, for the Yankees, and a committee consisting of Moe P. Stein, William E. Thompson, Charles E. Reid, and Albert Gold-man, for the Rotarians. The entire membership of the Rotary Club was on hand at the Stadium to help hand out the refreshments to the youngsters. Babe Ruth and Nick Altrock helped the Rotarians to further entertain their little guests.

On Tuesday, July 22nd, the Rotary Club held its annual outing at Travers Island, with a delegation from the Lions Club of The Bronx as their guests.

A baseball game between married men and single men, and various track events made up the sports events, which were enjoyed by all present,—over a hundred.

At the shore dinner which marked the close of the festivities the speakers included President John J. Duffy, and President Edward R. Koch, of the Lions.

ORDER YOU COAL NOW

The early purchase of coal supplies for the approaching Winter is urgently suggested by the Interstate Commerce Commission, in order to avoid a car shortage and particularly to prevent a curtailment of the transportation necessary for the heavy movement of agricultural products during the Fall months.

Bronx Business Men will enjoy Lunch at

Hill-Ware Company
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Harlem

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BRONX BUICK CO. SETS PACE

The Bronx Buick Company, with main offices at 607 Bergen Avenue, accomplished the distinctive feat of selling 1002 new Buick cars in 1923.

A little over two years ago, The Bronx Buick Company, under the direction of Daniel J. Barrett and William F. Wahrenberger, started operations. In two years time their sales of Buick cars increased from 320 to 523 in 1922 and 1002 in 1923.

This record is remarkable because of the fact that a Manhattan Buick dealer has also the right to sell cars in The Bronx, while The Bronx company's sales are restricted to this locality.

The Bronx Buick Company now is numbered among the country's largest Buick dealers.



Whew! ----- Some Job.

We agree with you. After signing a few thousand letters you feel like taking a vacation ---

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IRVING BANK-COLUMBIA TRUST CO. TWO NEW BRANCHES FUNCTION

The two new local branches of the Irving Bank-Columbia Trust Company, at Hunt's Point and Fordham, are now doing business.

The Hunt's Point institution is under the management of Mr. Harry Weiss, Assistant Secretary, while the Fordham office is under the management of Mr. C. C. Howard, Vice President.

BANK FOR WESTCHESTER SQUARE

At a recent meeting of the stockholders of The Bronx National Bank there were approved an increase in the capital stock of the institution from \$200,000 to \$300,000, also the opening of a branch at 32 Westchester Square, to serve the Eastern section of The Bronx.

This new branch, which opened on August 4th, is equipped with a modern vault and safe deposit boxes and all the facilities of a modern banking institution.

TWO MILLION DOLLARS WANTED

Park Commissioner Hennessy has pending before the Board of Estimate a request for approximately two million dollars in corporate stock for improvements in Bronx parks.

Consideration will be given to this request when the Board of Estimate reconvenes in the Fall.

OUR NEW HOME

The recently completed portion of our New Banking House enables us to render increased Service to our old depositors and provides ample space for service to new depositors and friends.

Our New Burglar-Proof Vault, on the Bank Floor, Electrically protected, will be found convenient for the safekeeping of Valuables.

Boxes rent from \$5.00 per year upwards

NO STAIRS TO CLIMB

North Side Savings Bank

3230 Third Ave. Near 163rd Street.

Assets over 12 Millions

238th STREET BRIDGE WILL BE BUILT

Indications are that when the Board of Estimate re-convenes in the Fall action will be taken towards the early construction of the proposed bridge across The Bronx River Valley at 238th Street.

It will be recalled that the railroads recently succeeded in securing a court decision which will relieve them of having to pay any share of the cost of such a bridge except for the part constructed over their right-of-way.

This court decision makes it necessary for the City to re-open the proceedings before the Transit Commission, and, as the Transit Commission has already signified its readiness to re-open the case and make any modifications the City may desire, and since a report from the Corporation Counsel as to the extent of this modification is expected at the September meeting of the Board of Estimate, it is anticipated that the application to the Transit Commission will be expedited and proceedings pushed in such a manner that the construction contracts may be let this Fall or early next Spring.

NEW YORK CORPORATIONS GAIN

During the first six months of 1924, there were incorporated in New York State a total of 10,631 companies as against 10,285 that were incorporated during the same period a year ago. This not only represents an actual gain of 346 companies, but it also shows a confidence on the part of investing capital. With the first six months of the year exceeding the same period of 1923, it is quite probable that 1924 will set a record in the number of companies forming and incorporating during the twelve month period in this State.

It is interesting to note that out of the 10,631 companies incorporated thus far this year, that the papers of incorporation give New York City as the location of the principal offices of no less than 9,240 companies.

NEW MOTHERS' CLUB IN FORDHAM

The Children's Welfare Center at University Avenue and Kingsbridge Road was opened Monday, June 9th, and has an enthusiastic and fast growing membership.

The club, which is non-sectarian, is a preventative and educational health service for families who realize their responsibilities in starting their babies right, watching them grow and keeping them well, but cannot afford the services of a children's specialist as often as necessary to keep the baby well. Well babies and children under six years of age are accepted for membership.

The success of this new life extension movement for Fordham babies is being sponsored by the Home for Hebrew Infants, 100 West Kingsbridge Road.

Doctor Lewis H. Barenberg is Medical Director and Mrs. Elizabeth C. Davis is Head Worker. They will be glad to furnish further details to all interested.

LONG AND SHORT OF IT

"Can you give me a good description of your absconding cashier?" suavely asked the detective.

"We-ell," answered the hotel proprietor, "I believe he's about five feet five inches tall and about seven thousand dollars short."

RAILROADS ASK FREIGHT CAR USERS TO PLACE ORDERS NOW

In an endeavor to avoid excessive demand for cars in the Fall for the shipment of goods which can just as well be transported now, the railroads of the country are asking shippers generally to order in advance of seasonal requirements, thus releasing cars which may later be badly needed for the transportation of agricultural products.

In other words shippers who ordinarily order carloads of goods in October and November are asked to order them in August or September, thus releasing railroad equipment for other use in later months.

In a recent bulletin issued by the American Railway Association there appeared the following statement:

"One of the most important features in 1923 was the extensive advance shipment of goods for the purpose of anticipating Fall demands and avoiding the delays and damages incident to excessive peak traffic at the Fall Season. The prospects for the Fall of 1924 cannot be predicted with certainty, on account of the generally small inventories prevailing at the present time, but it appears not unlikely that this Fall may witness a heavy peak demand.

"At the present time a reluctance is apparent on the part of receivers of freight to order shipments of materials and supplies in advance of actual immediate needs. Should this situation continue, it may result in abnormal peak transportation demands during the heavy movement of agricultural products in the Fall months, thereby increasing not only the difficulty but the cost of transportation and likewise increasing the detention of equipment at destination."

TWO WATERWAYS CONVENTIONS

Two conventions of waterways organizations, at which The Bronx Board of Trade will be well represented will be held in September.

The first will be the Annual Convention of the New York State Waterways Association, which will be held at Ithaca, N. Y., on September 5th and 6th, and at which Prof. Alexander Haring will make an address on local waterway matters on behalf of our Board of Trade.

The second will be the Annual Convention of the Atlantic Deeper Waterways Association, which will be held at Newark, N. J., September 16th to 19th inclusive.



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PIANO CLUB OF NEW YORK HOLDS ENJOYABLE OUTING

Approximately one hundred members of the Piano Club of New York and their friends were present at the annual outing and clambake of that organization held at Karatsony's Park, Glenwood, L. I., on Tuesday, July 15th. The steamer "Ossining" conveyed the celebrants of the day from The Bronx to the park, and new records were set up for the amount of eatables consumed.

The outstanding feature of the affair was the baseball game between the piano manufacturers and the supply men, which was won by the former by a score of 14-4.

President Albert Behning left the arrangements for the outing in the hands of a committee headed by William F. Keogh, and the choice was a wise one, for the committee managed to secure a brand of weather that was simply ideal.

SAFETY FIRST

The train came to a grinding stop at a small town in the South, and the head of a gentleman of color protruded from a window at the end of a car. Seated by his side could be seen a brown-skinned dame.

"Does yo know a cullud pusson by de name o' Jim Brown what lives here?" he asked of a station lounge.

"Ain' nevah heered o' no Jim Brown hyah, an' Ah lived in dis town fo' ten yeahs."

"Is yo' right suah dey ain't nevah been no Jim Brown aroun' hyah?"

"Positutely."

"Den," announced the arrival, reaching for a suitcase, "dis is whah his new son-in-law gits off."

'Twas SATURDAY NIGHT

They gave the old lady from a small town the only unoccupied room in the hotel—one with a private bath adjoining. The next morning, when the guest was ready to check out, the clerk asked:

"Did you have a good night's rest?"

"Well, no, I didn't," she replied. "The room was all right, and the bed was pretty good; but I couldn't sleep very much, for I was afraid someone would want to take a bath, and the only way to it was through my room."

"DOLLAR DAYS"

At a picture show the master of the house was kissing the maid, and his son entered suddenly. Father gave him a dollar and asked him not to tell mother.

The small son of a sedate family of father, mother and son, who had not once taken his eyes from the picture looked up at his parent and said earnestly:

"Pa, you got to give ME a dollar after this."

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INDEX TO ADVERTISERS

BANKS—

Bronx National Ins. B'k. Cover
North Side Savings 10
State Back Cover
Twenty-Third Ward Ins. Fr. Cover

CARPET CLEANING—

Harlem Carpet Cl'g Co. 12
Arrow Carpet Cleaning Co. 12

CHIROPDIST—

Dr. Julian Poyourow 12

CHIROPRACTOR—

J. A. Mintz 12

COAL—

Stephens Fuel Co. Ins. B'k. Cover

FERRY SERVICE—

Dyckman Street Ferry 8

GAS SERVICE—

Bronx Gas & El. Co. Ins. B'k Cover
Central Union Gas Co. Ins. Fr. Cover

HARDWARE—

Tremont Hardware Co. 11

INSURANCE—LIFE—

A. B. Blanchard 12
Ray L. Korndorfer, Inc. 5
Henry P. Stein 5

KILMOTH—

Rosenberg Lumber Co. 3

PATENTS—

O. W. Holmgren 9

PHOTOGRAPHY—COMMERCIAL—

General Photographic Co. 9

PRINTING—

Borough Printing Co. 11
Warontas Press, Inc. 9

REAL ESTATE—APPRAISER—

Jas. J. Donovan Ins. B'k Cover

REAL ESTATE—

J. Clarence Davies 12

RESTAURANTS—

Hill-Ware Co. 9

SHOES—

Max Deutsch 12

August 1, 1924

The transcontinental East and West

MAILS CLOSE FOR



POSTAGE

Domestic.—Eight cents for each air route zone not exceeding 84 miles. Charge includes transportation for each zone or part thereof as well as the transmission by plane.

Foreign.—Same as domestic for countries having 2-cent postage rates; for all other countries, 4-cent rate. Mail rate.

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Special Air Mail Service.

For postage may be used.

Indorsement.

All "Air Mail" should be indorsed to avoid possible errors in handling.

Watch the Postal Mark. For the Postal Guide for information.

For the purpose of proper charge for postage, the Air Mail route and the table below should be consulted. Mail is dispatched from the destination by rail or Air Mail route will be at the most advantage.

August 1, 1924

ARRIVE

San Francisco	12.20 p. m. E.T.
Los Angeles	2.55 p. m. E.T.
San Diego	3.55 p. m. C.T.
Phoenix	6.15 p. m. C.T.
Albuquerque	8.40 p. m. C.T.
El Paso	12.05 a. m. C.T.
Fort Worth	3.15 a. m. C.T.
Dallas	5.10 a. m. M.T.
Chicago	7.00 a. m. M.T.
St. Louis	8.40 a. m. M.T.
Indianapolis	10.55 a. m. M.T.
Pittsburgh	12.25 p. m. P.T.
Philadelphia	3.20 p. m. P.T.
New York	5.45 p. m. P.T.

ARRIVE

San Francisco	8.30 a. m. P.T.
Los Angeles	11.15 a. m. P.T.
San Diego	1.45 p. m. P.T.
Phoenix	4.45 p. m. M.T.
Albuquerque	7.45 p. m. M.T.
El Paso	10.20 p. m. M.T.
Fort Worth	2.35 a. m. C.T.
Dallas	5.15 a. m. C.T.
Chicago	7.35 a. m. C.T.
St. Louis	9.30 a. m. C.T.
Indianapolis	12.15 p. m. E.T.
Pittsburgh	2.15 p. m. E.T.
Philadelphia	5.05 p. m. E.T.

S. NEW,
Postmaster General.

POST OFFICE DEPARTMENT
AIR MAIL SERVICE

August 1, 1924

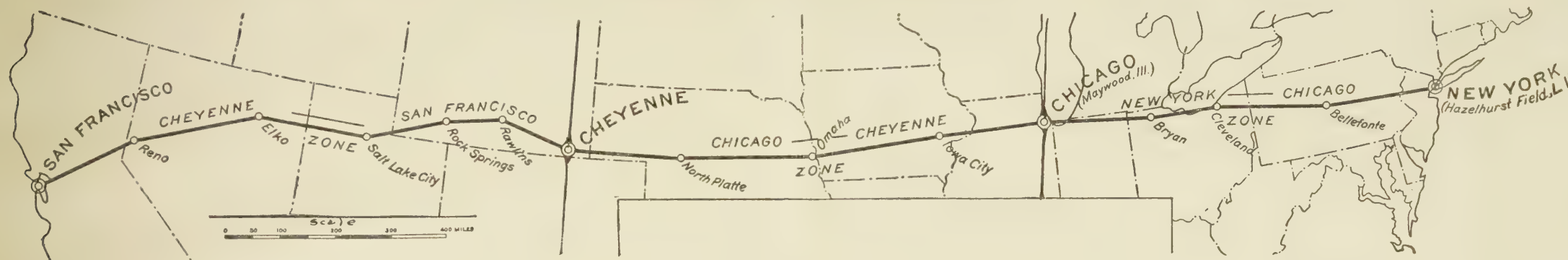
The transcontinental Air Mail Service offers splendid advantages for those desiring quick communication service between the East and West
This service is available to all sections of the United States. Consult your postmaster

MAILS CLOSE FOR DISPATCH VIA

POINTS EAST

POINTS WEST

(Postmasters will fill in blank spaces before posting)



POSTAGE RATES, ETC.

Domestic.—Eight cents an ounce or fraction thereof for each air route zone or part of zone, fully prepaid; such charge includes transportation to or from the Air Mail route as well as the transportation by air.

Foreign.—Same as domestic Air Mail rate for those countries having 2-cent postal conventions with the United States; for all other countries, 3 cents in addition to Air Mail rate.

Registry Service.—Any registered matter of nominal value and nonnegotiable securities and commercial paper, not easily realized upon by others than the rightful owners regardless of value, are acceptable for transportation by Air Mail Service. Other registered matter is not acceptable for transmission by Air Mail Service.

Special Delivery.—The use of special delivery stamps in addition to the Air Mail postage will insure prompt delivery at office of address.

Special Air Mail Stamps are issued but any stamps good for postage may be used.

Indorsement.—All mail matter intended for dispatch "via Air Mail" should be indorsed with those words to avoid possible errors in handling and dispatch.

Watch the **Postal Bulletin** and **Monthly Supplements to the Postal Guide** for special announcements and detailed information.

For the purpose of enabling postmasters to determine the proper charge for postage the above skeleton map shows the Air Mail route and points where mails may be connected and the table below shows where mail for the several States is dispatched from the Air Mail route for forwarding to destination by rail or otherwise. Postmasters not on the Air Mail route will dispatch airplane mail for connection at the most advantageous point on the route.

EASTBOUND

STATE	Dispatched to—	STATE	Dispatched to—	STATE	Dispatched to—
Colorado.....	Cheyenne	Nevada (except Elko)	Reno	Rhode Island.....	New York
Connecticut.....	New York	New Hampshire.....	New York	S. Carolina.....	New York
Delaware.....	New York	New Jersey.....	New York	S. Dakota.....	Omaha
Idaho.....	Salt Lake	New York.....	Cleveland	Tennessee.....	Chicago
Illinois.....	Chicago	(except New York City, Brooklyn, Long Island, and Staten Island)		Virginia.....	New York
Indiana.....	Chicago	N. Carolina.....	New York	Utah.....	Salt Lake
Iowa (except Iowa City)	Omaha	Ohio (except Bryan)	Cleveland	Vermont.....	New York
Kansas.....	Omaha	Pennsylvania (except Bellefonte)	Cleveland	W. Virginia.....	Cleveland
Kentucky.....	Chicago			Wisconsin.....	Chicago
Maine.....	New York			Wyoming.....	Cheyenne
Maryland.....	New York			(except Rock Springs)	
Massachusetts.....	New York			Trans-Atlantic, Foreign)	New York
Michigan.....	Chicago				
Minnesota.....	Omaha				
Missouri.....	Omaha				
Montana.....	Salt Lake				
Nebraska (except North Platte)	Omaha				

WESTBOUND

California.....	San Francisco	Nevada (except Elko)	Salt Lake	Utah.....	Salt Lake
Colorado.....	Cheyenne	(Except Reno, Carson City, Tonopah, Goldfield, Virginia City)	Reno	Washington.....	Salt Lake
Idaho.....	Salt Lake			Wisconsin.....	Chicago
Illinois.....	Chicago			Wyoming.....	Cheyenne
Indiana.....	Cleveland			(except Rawlins, Rock Springs)	
Iowa (except Iowa City)	Chicago			Trans-Pacific, Foreign)	San Francisco
Kansas.....	Chicago				
Michigan.....	Cleveland				
Minnesota.....	Chicago				
Missouri.....	Chicago				
Montana.....	Salt Lake				
Nebraska (except North Platte)	Omaha				

Offices not located on the Air Mail Route may dispatch by rail to connect therewith.

For example: Philadelphia may dispatch to Los Angeles, by rail to New York or Cleveland, thence by air to San Francisco, thence by rail to Los Angeles. Denver may dispatch to Los Angeles or Philadelphia, by rail from Denver to Cheyenne, by air to San Francisco or New York, by train San Francisco to Los Angeles or New York to Philadelphia.

The public is urged to use the Special Air Mail boxes wherever possible or take mail to main post office. Postmasters off the Air Mail route must not include Air Mail letters in "State" packages, but will mass same on Railway Mail Service to insure proper handling.

Any mailable matter except that liable to damage from freezing will be carried by airplane, including sealed parcels, not exceeding 50 pounds in weight and not exceeding 84 inches in length and girth combined, with postage at the rate of 8 cents an ounce or fraction thereof for each zone or part of zone in which mail is carried by airplane.

SCHEDULE EFFECTIVE AUGUST 1, 1924

WEST

LEAVE		ARRIVE	
New York.....	10.00 a. m. E.T.	Bellefonte.....	12.20 p. m. E.T.
Bellefonte.....	12.40 p. m. E.T.	Cleveland.....	2.55 p. m. E.T.
Cleveland.....	3.10 p. m. E.T.	Bryan.....	3.55 p. m. C.T.
Bryan.....	4.15 p. m. C.T.	Chicago.....	6.15 p. m. C.T.
Chicago.....	6.30 p. m. C.T.	Iowa City.....	8.40 p. m. C.T.
Iowa City.....	9.00 p. m. C.T.	Omaha.....	12.05 a. m. C.T.
Omaha.....	12.20 a. m. C.T.	North Platte.....	3.15 a. m. C.T.
North Platte.....	2.35 a. m. M.T.	Cheyenne.....	5.10 a. m. M.T.
Cheyenne.....	5.25 a. m. M.T.	Rawlins.....	7.00 a. m. M.T.
Rawlins.....	7.20 a. m. M.T.	Rock Springs.....	8.40 a. m. M.T.
Rock Springs.....	8.55 a. m. M.T.	Salt Lake City.....	10.55 a. m. M.T.
Salt Lake City.....	10.10 a. m. P.T.	Elko.....	12.25 p. m. P.T.
Elko.....	12.40 p. m. P.T.	Reno.....	3.20 p. m. P.T.
Reno.....	3.35 p. m. P.T.	San Francisco.....	5.45 p. m. P.T.

34 hours, 45 minutes.

EAST

LEAVE		ARRIVE	
San Francisco.....	6.30 a. m. P.T.	Reno.....	8.30 a. m. P.T.
Reno.....	8.45 a. m. P.T.	Elko.....	11.15 a. m. P.T.
Elko.....	11.30 a. m. P.T.	Salt Lake City.....	1.45 p. m. P.T.
Salt Lake City.....	3.00 p. m. M.T.	Rock Springs.....	4.45 p. m. M.T.
Rock Springs.....	5.00 p. m. M.T.	Cheyenne.....	7.45 p. m. M.T.
Cheyenne.....	8.00 p. m. M.T.	North Platte.....	10.20 p. m. M.T.
North Platte.....	11.40 p. m. C.T.	Omaha.....	2.35 a. m. C.T.
Omaha.....	2.50 a. m. C.T.	Iowa City.....	5.15 a. m. C.T.
Iowa City.....	5.35 a. m. C.T.	Chicago.....	7.35 a. m. C.T.
Chicago.....	7.50 a. m. C.T.	Bryan.....	9.30 a. m. C.T.
Bryan.....	9.50 a. m. C.T.	Cleveland.....	12.15 p. m. E.T.
Cleveland.....	12.30 p. m. E.T.	Bellefonte.....	2.15 p. m. E.T.
Bellefonte.....	2.35 p. m. E.T.	New York.....	5.05 p. m. E.T.

31 hours, 35 minutes.

HARRY S. NEW,
Postmaster General.

BRONX BORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE



Photo by General Photographic Co.

Beautiful Panorama along The Bronx River Parkway, the Magnificent Fifteen-and-a-Half Mile Boulevard Connecting Bronx Park and Kensico

On August 26th, 1924

the stockholders of

Twenty Third Ward Bank

of the City of New York

voted in favor of the conversion of the
Bank into a Trust Company to be known as

BRONX COUNTY TRUST COMPANY

After approval of this action by the Superintendent of Banks is
received, the New Trust Company will commence business on

January 1st, 1925

INDEX TO ADVERTISERS

ACCOUNTANTS—

Werner, Wilson & Co. 12

AUTOMOBILES—

Bronx Buick Co. 10

BANKS—

Bronx National Ins. B'k. Cover

Cosmopolitan 5

Dollar Savings 11

North Side Savings 8

Port Morris 6

Twenty-Third Ward Ins. Fr. Cover

CARPET CLEANING—

Harlem Carpet C'g Co. 12

Arrow Carpet Cleaning Co. 12

CHIROPODIST—

Dr. Julian Poyourow 12

CHIROPRACTOR—

J. A. Mintz 12

COAL—

Stephens Fuel Co. Ins. B'k. Cover

GAS SERVICE—

Bronx Gas & El. Co. Ins. B'k Cover

Central Union Gas Co. B'k Cover

HARDWARE—

Tremont Hardware Co. 11

INSURANCE—LIFE—

A. B. Blanchard 12

Ray L. Korndorfer, Inc. 5

KILMOTH—

Rosenberg Lumber Co. 3

PAINTERS AND DECORATORS—

Jacob Warschaw & Son 7

PATENTS—

O. W. Holmgren 9

PHOTOGRAPHY—COMMERCIAL—

General Photographic Co. 9

PRINTING—

Borough Printing Co. 11

Warontas Press, Inc. 9

REAL ESTATE—APPRAISER—

Jas. J. Donovan Ins. B'k Cover

REAL ESTATE—

J. Clarence Davies 12

RESTAURANTS—

Hill-Ware Co. 9

SHOES—

Max Deutsch 12

STOVES, RANGES, ETC—

Peter Ewald Back Cover

STUCCO—

Ritestone Products Corp. B'k Cover

BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

SEPTEMBER - OCTOBER, 1924

NUMBER 4

Bronx Zoological Park Opened 25 Years Ago, on November 8th

November 8, 1924, will mark the twenty-fifth anniversary of the day on which the gates of The Bronx Zoological Park, Bronx Park, now considered the largest and finest zoological park in the world, were first thrown open to the public. No visit to New York today is considered complete unless it has included "The Bronx Zoo." Nearly 40,000,000 people have passed through its gates in the twenty-five year period.

In 1894, New York had no center of zoological education. The only park of a zoological nature was the inadequate menagerie in Central Park, and the Aquarium.

The plans for the Zoological Park as it now exists were conceived in the Boone and Crockett Club in the autumn of 1894. A few months later, Theodore Roosevelt, then President of the Club, appointed a committee consisting of Elihu Root, C. Grant La Farge, and Madison Grant, Chairman, who persisted in the State Legislature until a charter was secured on April 26th, 1895, for the New York Zoological Society.

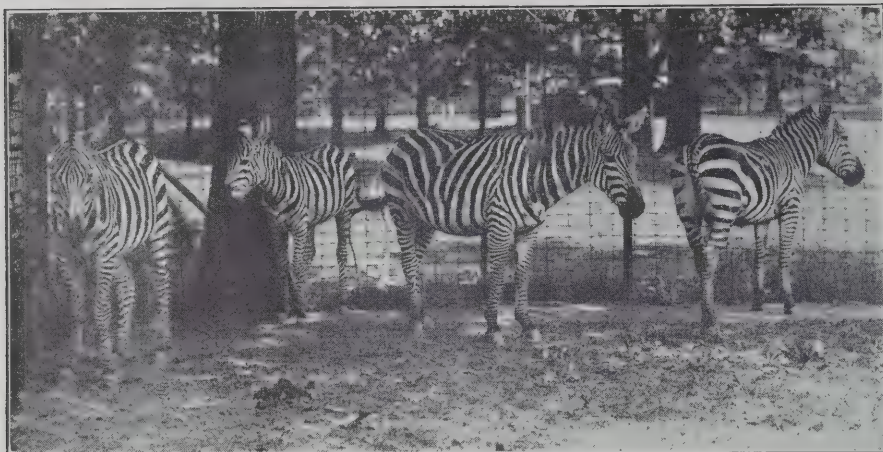
The plans were of world-wide scope, providing for the establishment of a zoological park which would parallel in its own field the Natural History and Art Museums, the Public Library and the Botanical Gardens. The pioneers in the movement declared there was no other zoology park in the City worthy of the name, whereas in twenty-two cities of Europe and Asia, a zoological garden formed a chief center of attraction, education and recreation.

Their charter expressed the initial objects of "maintaining in New York a zoological garden for the purpose of encouraging and advancing the study of zoology, original researches in the same and kindred subjects, and of furnishing instruction and recreation to the people."

The act to incorporate the New York Zoological Society and to provide for a zoological garden in New York became a law on April 26th, 1895. Among the forty incorporators, the four names most outstanding are those of Andrew H. Green, "father of Greater



American Bison Safe from Hide Hunters on Their Range in The Bronx Zoological Park



*A Family of Zebras
Receiving Visitors
in the Shade*

New York"; Charles E. Whitehead, Madison Grant and C. Grant La Farge.

The executives of the Society, after a lengthy survey of our park system, finally decided that Bronx Park met the requirements for an ideal zoological garden.

In accordance with the charter's terms, in May, 1896, the City, through the Sinking Fund Commission, was asked to turn over to the Society a tract of some 263 acres for development in accordance with its projected plans.

Before much work could be done, however, the Society had to meet the demands of the City that \$250,000 be contributed towards buildings and development. An appeal to public spirited New Yorkers resulted in a fund of \$253,235.

In accordance with the original agreement, the Society has constructed 12 buildings and 14 animal enclosures, costing a total of \$402,002. The work was begun in August, 1897.

The park now incloses the Heads and Horns Museum, the Reptile House, the Aquatic Bird House, the Bird Research Laboratory, the Original Small Mammal House, the Rockefeller Fountain, the Shelter House for Park Vehicles, the Buffalo House, the Musk Ox House, the Elk House, the Red Deer House, the Wild Horse House, the Asiatic Deer House, the Bear Pens, the Wolf Pens, the Flying Cage, the Burrowing Rodents Quarters, the Mountain Sheep Hill, the Beaver Pond, the Otter Pools, the Sea Lion Pool, the Seal Pool, the Goose Aviary, the Prairie Dog Village and the Cranes' Paddock.

Unlike most of the zoological gardens of Europe, the New York Zoological Park is free to the public on five days of the each week. The pay days are Mondays and Thursdays, except that on legal holidays admission is free.

The park contains thirty-five acres of water, and its land consists of heavy forest, open forest and meadow glades in about equal proportions. The extreme length of the Park is 330 feet less than a mile, and its extreme width is about three fifths of a mile.

The most valuable and important collections in the Park are the elephants, hippopotami and rhinos, the lions, tigers and leopards; the tropical hoofed animals, the deer of the world, the bears, the bison herd of twenty-two animals and the great collection of apes, baboons and monkeys. The collection of Asiatic deer

is important, and the Park surroundings of its various herds are beautiful. The most interesting animals in the whole collection are the chimpanzees and orangutans in the Primate House, and the Pigmy Hippopotami. The collections of mammals are certainly equal to the largest and finest of their kinds to be found elsewhere, and the collection of reptiles is also unsurpassed.

The collection of living birds is now the richest in species that it ever has been. It contains a great number of rare tropical species, including Birds of Paradise, Cock-of-the-Rock, a great number of Toucans, many species of Pigeons and Doves, large collections of Parrots, Macaws and Cockatoos, of Eagles and Vultures, of Cranes and Pelicans, Swans and other Water-fowl, Ostrich, Cassowaries and Emus. Of species that are threatened with extinction, the Park contains Trumpeter Swans, Whooping Cranes and one Imperial Amazon Parrot.

BOARD TO DISCUSS TRANSIT LINES AT OCTOBER MEETING

The regular meeting of The Bronx Board of Trade on the afternoon of Wednesday, October 15th, at four o'clock, will be given over principally to the discussion of the transit situation in The Bronx.

All members of the Board interested in this matter should be at this meeting, so that whatever result may come from the discussion may be taken as the view point of the leaders in Bronx business activities.

BE SURE TO BE PRESENT

SPECIAL COMMITTEE ON BRONX POST OFFICE TO BE NAMED

In order that The Bronx may give as much impetus as possible to the requested appropriation of \$1,500,000 to build a Federal Building for The Bronx, to house The Bronx Central Post Office, when it is introduced at the next Session of Congress, President John M. Haffen will, in the near future, appoint a Committee of not less than twenty-five leading members of The Bronx Board of Trade, who will meet and formulate plans to go to Washington to further the project in every manner possible.

BRONX WELL REPRESENTED AT N. Y. S. W. A. CONVENTION

The Fifteenth Annual Convention of the New York State Waterways Association was held at Ithaca, N. Y. on Friday and Saturday, September 5th and 6th. It was well attended, and much business of importance was transacted.

The addresses at the convention were of great interest, with such prominent men as Hon. J. Hampton Moore, former Mayor of Philadelphia, and President of the Atlantic Deeper Waterways Association; Mr. S. A. Thompson, Secretary of the National Rivers and Harbors Congress; and Hon. George Clinton, Sr., son of the first Governor of the State of New York, who was Chairman of the Executive Committee, as the principal speakers.

The resolutions, unanimously adopted, included those for the improvement of the waterways of The Bronx.

The officers, who were re-elected, included Mr. Olin J. Stephens as Treasurer, Executive Secretary Charles E. Reid acted as Secretary of the Joint Committee on Resolutions.

Mr. Alexander Haring, Chairman of the Traffic and Waterways Bureau of The Bronx Board of Trade, was a speaker at the Annual Banquet which marked the close of the Convention, and was well received.

The following delegates from The Bronx Board of Trade attended the Convention: Alexander Haring, James Brackenridge, Albert Goldman, Charles R. Conklin, and Executive Secretary Charles E. Reid.

A. D. W. A. CONVENTION AT NEWARK WELL ATTENDED

The Seventeenth Annual Convention of the Atlantic Deeper Waterways Association, which was held at Newark, N. J., September 16-19th, was one of the most interesting and best attended Conventions of the Association held in recent years.

The delegates from The Bronx Board of Trade to the Convention included President John M. Haffen; former Presidents Albert Goldman and James Brackenridge; Vice-President Alexander Haring, Chairman of the Traffic and Waterways Bureau; Vice-President Martin Walter; John A. Steinmetz, Maurice F. Westergren, and Executive Secretary Charles E. Reid.

The Convention was attended by over a thousand delegates and the addresses were of the usual high type, by men prominent in public life. They dealt with various phases of the project to which the Association is principally committed, an inland waterway canal along the Atlantic Coast, from Boston to Miami.

This project is practically completed, with the exception of the link across New Jersey connecting Raritan Bay and the Delaware River, on which the Association is now concentrating its forces.

The Convention Committee representing the City of Newark went to great lengths to entertain the delegates with boat trips and motor trips around Newark and vicinity, which were much enjoyed by all.

In the resolutions unanimously adopted by the Convention were included items relating to waterway improvements for The Bronx and the Port of New York.

Executive Secretary Charles E. Reid, of The Bronx Board of Trade, served as Chairman of the Committee on Time and Place of the next Convention, which Committee chose Miami, Florida, as the Convention centre for 1925.

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At a meeting of the New York State delegates, the following Officers were elected: Hon. William E. Woolard, of Albany, President; Hon. Murray Hulbert, Vice-President; and Charles E. Reid, Secretary and State Director.

The Convention unanimously re-elected Hon. J. Hampton Moore as President, and Mr. Wilfred H. Schoff as Secretary-Treasurer.

HISTORIAN SAYS THE BRONX BROUGHT "SIX BITS"

In a booklet prepared for the City History Club, entitled "Historic Bronx—A Guide to the Landmarks", Mr. Everett A. Peterson, teacher of history at Evander Childs High School, recites many interesting facts concerning the Borough of The Bronx.

"The 'six bits' of money paid to the original copper-colored owners of the land was not nearly as important to the savage bargainiers", says Mr. Peterson, "as the 'two guns, two kettles, two coats, two adzes, two shirts, and one barrel of cider,' thrown in by the prodigal Dutchman, Jonas Bronck, who wouldn't give too much for fear of being cheated."

A WARNING

Business men of The Bronx are herewith warned against solicitors of advertisements in a "seniority list" or "railroad men's time book".

It is claimed that an organization with a name similar to the Brotherhood of Railroad Trainmen may attempt to solicit advertising in The Bronx for such a publication.

Leading Activities of The Bronx Board of Trade, January 1st to June 30th, 1924

- I. Through the Special Committee on GRAND CONCOURSE, The Board continued to foster the development of that magnificent thoroughfare. The new lighting system which it advocated is now being installed; it succeeded in advancing the project for the development of City-owned land at the Southern end, under the jurisdiction of the Park Department; and also assisted in securing approval of the Borough President's project for carrying the centre roadway under Fordham Road as a transverse road.
- II. As it had been one of the leading organizations responsible for the building of the RICE MEMORIAL STADIUM AND PLAYFIELD in The Bronx, The Board kept closely in touch with the progress on the project, in order that it might be completed at the earliest possible moment.
- III. The Board kept in close contact with the City Administration relative to the construction of the \$7,500,000.00 BRONX MUNICIPAL TERMINAL MARKET, the foundations for which were completed during the Spring months. The first building on the Market site will be under construction by the Fall. A member of The Bronx Board of Trade, Niewenhous Company, Inc., is the contractor for this building. As the construction of this Market proceeds, The Board will push its activities for the construction of an industrial belt line or marginal railway to serve it.
- IV. The Board is pleased to report that plans for remodeling HIGH BRIDGE, so as to eliminate the piers which now obstruct the channel of the Harlem River, are being prepared by the Municipal Department of Plant and Structures, which will supervise the work, and that in the near future these plans will be ready for approval and the contract let for this most important work. The Board is largely responsible for this activity.
- V. The work of clearing the property formerly occupied by the Johnson Iron Works, at Spuyten Duyvil, in order to permit of the dredging of the new HARLEM RIVER channel at this point, has been largely completed.
- VI. Work is advancing rapidly on the channel improvement in the BRONX RIVER between Westchester Avenue and the East River, and The Board is now bending its activities to facilitate the transfer of title to the Federal Government, so that, as soon as possible, dredging may be started on the new channel between Westchester Avenue and East Tremont Avenue.
(The attention of the City Administration was called to the desirability of advancing the plans for the new bridge which must be constructed over the Bronx River at Westchester Avenue, to conform to the new channel width at that point.)
- VII. Through a Special Committee, The Board made a study of NEW RAPID TRANSIT LINES to serve The Bronx, and will make its recommendation thereon to the Municipal Board of Transportation in due course.
- VIII. As much progress as was possible was made in the matter of securing a Federal building in The Bronx to house THE BRONX POST OFFICE and other Federal offices, to be constructed on the Government-owned site at 149th Street and Mott Avenue. We are assured that the next Congress will pass the necessary legislation, as the Administration then will countenance a Public Buildings Bill.
- IX. It continued to co-operate to the fullest extent with the local interests operating THE CONCOURSE PLAZA Apartment Hotel, at 161st Street and Grand Concourse.
- X. It continued to keep in touch with and to co-operate with the various ORGANIZATIONS OF BUSINESS MEN formed for the purpose of advancing the interests of particular sections of The Bronx.
- XI. The fullest possible co-operation was given to the Committee in charge of The Bronx "BOROUGH DAY" Celebration, on Saturday, June 14th.
- XII. Co-operation was given to the management of the 24th Annual NATIONAL AUTOMOBILE SHOW, held at the 258th Field Artillery Armory, Kingsbridge Road and Jerome Ave., January 5th to 12th, which was the most successful Automobile Show ever held.
- XIII. The Board did what it could to reduce to a minimum the annoyance caused by the BURNING OF RUBBISH on Riker's Island and at the various land dumps in The Bronx.
- XIV. Repairs were made to various STREETS and additional LIGHTS were installed in various sections of The Bronx on the recommendation of The Board.
- XV. The Board continued to co-operate with Park Commissioner Hennessy relative to the extension and preservation of the PARKS SYSTEM of The Bronx.

NORTH SIDE SAVINGS BANK NEW HOME COMPLETED

On Tuesday, September 2nd, the North Side Savings Bank formally opened its new home at 3230 Third Avenue, near 163rd Street. The new building is one of the most complete banking houses in the Borough.

Since its organization in January, 1905, the North Side Savings Bank's deposits have grown to \$36,414,973, represented in 54,000 accounts.

Of the original Trustees of the bank, five are still active members of the Board. These Trustees are: President John G. Borgstede, John C. Heintz, Dr. John Riegelman, Christian Rieger, Jr., and Fred H. Wefer.

The Officers of the North Side Savings Bank are: John G. Borgstede, President; Fred H. Wefer, Vice-President; Dr. John Riegelman, Second Vice-President; John M. Haffen, Treasurer; and Arthur A. Ekirch, Secretary.

REV. WILLIAM J. DUANE NOW PRESIDENT OF FORDHAM

Rev. William J. Duane, S. J., on September 1st succeeded Rev. Edward P. Tivnan, S. J., as President of Fordham University, Father Tivnan becoming Rector of the Jesuit House of Philosophical Studies at Weston, Mass.

Father Tivnan took a great interest in the activities of The Bronx Board of Trade, and Father Duane, who succeeds to his membership, will keep up the good work of his predecessor along community lines.

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A Bronx Bank, in The Bronx only,
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NEW CITY HOSPITAL NEARER

In a recent interview, Commissioner Bird S. Coler, of the Department of Public Welfare, stated that it is now fully expected that ground will be broken for the new Bronx Municipal Hospital, on East 167th Street, between Gerard and Walton Avenues, this Fall.

NEW EXIT SUGGESTED

The Bronx Board of Trade has brought before the Interborough Rapid Transit Company and the Transit Commission the desirability of having an additional exit erected from the subway station at 177th Street and Boston Road, utilizing the new bridge structure in West Farms Square, and extending to the sidewalk on the east side of the Square.

B. & O. R. R. TERMINAL SHIFTED

B. & O. R. R. Company shipments to and from The Bronx are now being handled through The Bronx Terminal of the Central Railroad of New Jersey, at 133rd Street and Third Avenue, with The Bronx Terminal of the Lehigh Valley R. R. in reserve for use, if necessary, as B. & O. business locally increases.

PROMINENT BRONXITES AIDING LOCAL Y. M. C. A. EDUCATIONAL WORK

Many business and professional men of The Bronx are rendering yeoman service as volunteers in the educational work of The Bronx Union Y. M. C. A., 161st Street and Washington Avenue. Among these are Mr. Gilbert S. Blakely, Chairman of the Educational Committee. Other members of the Committee are: Mr. Richard W. Lawrence, Chairman of the Executive Committee, and President, Bankers' Commercial Security Co., Inc.; Mr. Leslie Huxtable, Continuation School, The Bronx; Mr. Thomas Gill-eran, Attorney-at-Law; and Hon. Cyrus C. Miller, Former President, Borough of The Bronx.

On the Advisory Committee of the School of Commerce, in addition to several other men from Manhattan, is Mr. Louis H. Werner, of the Central Union Gas Co.

On the Advisory Committee of the Course in Building Construction are; Hon. Cyrus C. Miller, Former President, Borough of The Bronx; Hon. Walter C. Martin, Supt. Tenement House Dept., The Bronx; Hon. Patrick J. Reville, Supt. of Buildings, The Bronx; Mr. Albert W. Swasey, Architect, and Mr. Mathias Niewenhous, President, Niewenhous Co., Inc.

Bronxites serving on the Real Estate Advisory Committee or as lecturers are: Mr. W. I. Brown (lecture); Mr. George Price, (lecture); Mr. Fenimore C. Goode, (lecture); Mr. William C. Bergen, (lecture); Mr. William M. Greer, (lecture); Mr. D. A. Trotta, (lecture); Mr. J. Clarence Davies, (lecture); Mr. Walter Phelps, Mr. H. A. Keiber, Mr. David L. Wood- all, Jr., Mr. John Steinmetz, Mr. Martin Walter, Mr. Geoffrey M. Smith, Mr. Eugene J. Busher, Mr.

William Peters, Mr. Henry Schwiebert, Mr. Harry Bryan, and Mr. Richard Dickson.

Bronxites teaching and lecturing as volunteers to First Aid Classes include Dr. C. J. O'Connor, Dr. Paul W. Casson, Dr. Jos. Martoccio, Dr. Ed. R. Cuniffe, Dr. Vincent S. Hayward, and Dr. I. J. Landsman.

Men of this Borough serving as volunteers to educate prospective citizens from foreign countries are Mr. Dominic A. Trotta, Dr. Chas. G. Seibert, Hon. Jas. A. Hamilton, and Hon. Robert L. Moran.

For Educational work, over 500 students enrolled at the "Y" last year, some of them attending once a week, some of them twice a week, and some of them three times a week. The great majority of the students were mature men, the average age being 25, only a very few being under eighteen.

BOARD FAVORS INCREASED POLICE FORCE ROSTER

The Bronx Board of Trade is co-operating with the other leading civic organizations of the Greater City in supporting the request which has been made by Police Commissioner Enright, in his 1925 Budget Estimates for an appropriation to cover the salaries of 1,898 additional Patrolmen, for service on the police force of the Greater City.

In connection with this proposition of increasing the number of policemen in the Greater City, the following comparisons of the police strength of the leading cities of the world is of interest:

CITY	POPULATION	FORCE
*New York	7,000,000	12,585
Rome	750,000	5,900
Brussels	216,000	1,053
Berlin	2,000,000	9,000
Vienna	1,841,325	6,700
Paris	2,907,325	10,500
London	7,500,000	20,487

*Includes 1,000,000 transients (commuters and visitors).

23rd WARD BANK TO BECOME BRONX COUNTY TRUST CO.

After the State Banking Department gives its approval, which it is sure to do, the 23rd Ward Bank, on January 1st, 1925, will change its name to The Bronx County Trust Company, becoming the first local trust company to do business in this community.

The Officers and Directors of the institution are to be commended for their decision to make this change which will enable it to serve, to a greater extent than ever before, the greater and ever-growing Bronx.

BARGE CANAL CONFERENCE

A meeting of the New York State Barge Canal Conference was held at the Hotel Ten Eyck, Albany, on Friday September 12th, at which The Bronx Board of Trade was represented by Executive Secretary Charles E. Reid.

The principal speakers included Hon. George Clinton, Sr., of Buffalo, Chairman; Hon. Frederick Stuart Greene, State Commissioner of Public Works; and Hon. Dwight B. LaDu, State Engineer.

The Conference should result in much benefit for those using the Canal next season, for the reports were all to the effect that great improvements are being made in the State's waterway system.



PORT MORRIS BANK

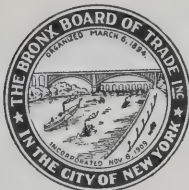
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G. C. DONALDSON.....Membership Manager
 J. STEWART WILSON.....Industrial Manager
 VINCENT A. CLINTON.....Publicity Manager

Address all Communications to
 THE BRONX BOARD OF TRADE
 137th Street and Third Avenue, The Bronx

SOME IMPORTANT FACTS ABOUT THE AIR MAIL SERVICE

The Post Office Department has issued a special circular covering the air mail service, the information in which is herewith summarized:

Domestic:—Eight cents an ounce or fraction thereof for each air route zone or part of zone, fully prepaid; such charge includes transportation to or from the Air Mail route as well as the transportation by air.

Foreign:—Same as domestic Air Mail rate for those countries having 2-cent postal conventions with the United States; for all other countries, 3 cents in addition to Air Mail rate.

Registry Service:—Any registered matter of nominal value and non-negotiable securities and commercial paper, not easily realized upon by others than the rightful owners, regardless of value, are acceptable for transportation by Air Mail Service. Other registered matter is not acceptable for transmission by Air Mail Service.

Special Delivery:—The use of special delivery stamps in addition to the Air Mail postage will insure prompt delivery at office of address.

Special Air Mail Stamps:—are issued but any stamps good for postage may be used.

Indorsement:—All mail matter intended for dispatch "via Air Mail" should be indorsed with those words to avoid possible errors in handling and dispatch.

Any mailable matter except that liable to damage from freezing will be carried by airplane, including sealed parcels, not exceeding 50 pounds in weight and not exceeding 54 inches in length and girth combined, with postage at the rate of 8 cents an ounce or fraction thereof for each zone or part of zone in which mail is carried by airplane.

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THE BRONX

REGISTER THIS MONTH AND VOTE ON NOVEMBER 4th

The right of every American citizen to vote is a precious right, and should be exercised each Election Day.

In spite of that fact, at the last Presidential Election, in 1920, 27,000,000 people who were eligible to vote failed to go to the polls. 26,000,000 people, a minority of all the voters, did vote, and elected a President.

Further study of statistics shows that since 1896 there has been a steadily declining proportion of eligible voters exercising their right to the ballot.

It is a serious situation, and members of The Bronx Board of Trade, as leading citizens of the community, are urged to take steps that shall bring about a change locally.

Be sure to REGISTER this month, on the days set aside for registration, and VOTE ON NOVEMBER 4th.

Vote as you please, but VOTE.

SECOND MID-YEAR MEETING OF THE NATIONAL CHAMBER, OCT. 23rd-24th

The second mid-year meeting of the Eastern Division of the Chamber of Commerce of the United States, will be held on Tuesday and Wednesday, October 23rd and 24th, at the new building of the National Chamber at Washington, D. C.

The topics for discussion at this meeting will be National economic subjects of importance, and any action which may be taken at this gathering will have an important bearing in determining the policy of the National Chamber at its annual meeting in 1925. The subjects to be discussed are "Waste and Extravagance in Business and Government"; "Are Taxes Reducing Living Standards?"; "Government Operation"; and "The United States Chamber as an Aid to Business."

Only three formal speeches are scheduled for the two days of the meeting, the remainder of the time being devoted to frank and informal discussion of views on the matters under consideration.

Among those who are expected to represent The Bronx Board of Trade at this Washington meeting are: President John M. Haffen, former Presidents Albert Goldman and James Brackenridge; Directors Gus G. Kindervater, and John J. Duffy, and Executive Secretary Charles E. Reid.

Two Articles Worth While Reading If You Believe in Your Borough

On the front page of the Harlem-Bronx Edition of the "New York Evening Journal" from time to time appear valuable editorials extolling conditions in The Bronx and boosting this community generally.

Two editorials which appeared in mid-September are particularly worth while from our community's standpoint, and in order that all of our members may read them and gather inspiration from them, they are herewith reprinted.

THE BRONX IS A GREAT MARKET PLACE

It Will Reward The Fighters

Merchants, business leaders and fighters will be interested in some facts, not fancy, concerning Bronx business conditions, just made public by Alvin E. Dodd, Manager of the Domestic Distribution Department of the United States Chamber of Commerce, Washington, D. C.

These fresh figures will silence the pessimists and encourage the optimists. They will tell everyone that a great OPPORTUNITY DOES EXIST IN THE BRONX.

- AN OPPORTUNITY FOR MORE BUSINESS
- AN OPPORTUNITY FOR A REAL SUCCESS.
- AN OPPORTUNITY TO GROW BIGGER.

The following figures, based upon a recent survey, show you total expenditures The Bronx made in 1923:

Food	\$113,730,000
Clothing	54,180,000
Furniture and furnishings.....	12,530,000
Fuel and light.....	24,750,000
Miscellaneous commodities.....	21,910,000

That means that the million people living in The Bronx spent during 1923 more than A QUARTER OF A BILLION DOLLARS.

Merchants, surveying their business returns of 1923, will be interested in answering this question: DID I GET MY SHARE OF BRONX BUSINESS IN 1923?

Young men, earnestly seeking success and studying their business, will know by just glancing at these figures that THE BRONX IS A GREAT MARKET PLACE, opportunity full for workers.

These statistics show the amount of money spent by Bronx Citizens, but they do not tell the sum spent in The Bronx by the thousands who live in adjacent neighborhoods. That figure would be many more millions.

The million living in The Bronx last year spent more than a quarter of a billion to eat, clothe, house and feed themselves.

The coming thousands will skyrocket these figures. No one can predict where and when they will stop.

But this fact is a certainty:

The Bronx is a great market place, opportunity full, and it will reward business fighters in direct proportion to their courage and their plans.

The Bronx is a great market place!

BELIEVE IN YOUR GOOD MERCHANT-FRIENDS

Good Merchants Are Good Citizens

Your good merchant-friends are always looking out for your interests.

Good merchants have long realized that their business is built on friendship—the making of new friends and the keeping of old friends. And one of the important stones in the structure of friendship is SERVICE—a service built to please people and make buying easier.

The days are long past when merchants built their businesses on the idea of "the buyer beware." Now buyers don't have to beware. They are sure that their merchant-friends are treating them squarely and fairly and right.

And just as customers have a right to expect that the store be fair with them, so has the store the right to expect that the customers be fair with it. And the people of this community have proved that they are fair in their dealings with their merchants.

They have shown that kind of understanding of the merchant's problems that has helped make for the distribution of goods at the lowest possible prices.

NORTH SIDE SAVINGS BANK

3230 THIRD AVENUE

AT 163rd STREET

OF THE BRONX FOR THE BRONX

Assets over \$13,500,000

*"Save Your Savings
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Personal service for Bronx inventors and manufacturers. Corporation patent expert. Seventeen years' experience.

Stores go to all the markets of the world for their goods. They make immense investments in merchandise so that customers may have what they want when they want it—at prices that are fair.

Stores have found that they must be just as careful in their buying judgments as customers must be careful in their buying judgments. To this end stores employ merchandising experts to scour important markets, constantly on the lookout for the kind of merchandise customers want.

This rule applies not only to big merchants with their big businesses but applies as well to little merchants with little businesses. It is a **RULE FOLLOWED** by all successful merchants, no matter their size.

The spirit of the merchants of a community quickly reflects itself in the community as a whole. When merchants are progressive, as they are in this community—when merchants are ever on the watch for new and better ways of selling, as they are in this community—when merchants realize that their **SERVICE** to customers must be right service, as they do in this community—**ALL THIS GOES TO MAKE BETTER BUSINESS THROUGHOUT THIS COMMUNITY.**

Yes, your good merchant-friends are always looking out for your interests. Good merchants are good citizens, just as good citizens help make for the success of good merchants.

BELIEVE IN YOUR GOOD MERCHANT-FRIENDS. THEY ARE WORTHY OF YOUR FAITH.

MEMBER GROUPS MEET

During the week of September 22nd, the twenty membership groups into which The Bronx Board of Trade's members are divided met at the Board Rooms, in accordance with the provisions of the By-Laws, and selected, each, three members representative of their group to serve on the Members' Council for 1925.

Bronx Business Men will enjoy Lunch at

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BAKERY and RESTAURANT

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**BRONX CELEBRATES "DEFENSE DAY"
WITH BIG ARMORY MEETING**

The principal feature of the celebration of "National Defense Test Day" in The Bronx, on Friday, September 12th, was the review and parade by the 258th Field Artillery and the 27th Tank Company, New York National Guard, at the Kingsbridge Armory, Jerome Avenue and Kingsbridge Road, in the evening, which was witnessed by thousands of Bronx residents who had assembled there.

Addresses were delivered by Hon. William J. Flynn, Commissioner of Public Works and Acting Borough President of The Bronx; Gen. J. J. Bradley; Congressman Anthony J. Griffin; and Hon. Harry B. Chambers.



Getting Them-----

It's all the same to you whether the dollars are pushed in or led in--the main thing is to get them started coming your way.

By using the efficient--up-to-date facsimile typewritten letter signed in ink--so your lawyer could hardly tell it from your hand written signature—

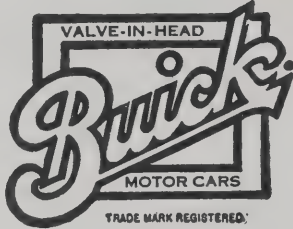
You will find it possible to get that personal touch--that means so much in getting and holding business.

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BOARD COMMITTEE TO STUDY NEW LOCATIONS FOR "TALKING LAMPS"

"Talking lamps", or "silent policemen", as they are sometimes called, the automatic traffic-regulating signal lamps, have been installed at the following points in The Bronx: Grand Concourse and Moshulu Parkway; Boston and Eastchester Roads; Webster Avenue and 233rd Street; Pelham Parkway, (west-erly end), near Bronx River; Pelham Parkway, opposite Pelham Gardens, (Stillwell Avenue); and Eastern Boulevard and Pelham Parkway.

As soon as the electrical conduits and cables are installed additional lamps will be placed at the following points: City Island Avenue and Pelham Parkway; Bronx River Parkway and 233rd Street; and Burke Street and Bronx Park East.

A special committee has been appointed by The Bronx Board of Trade to observe the operation of these lamps, and to suggest other points in The Bronx at which they might be placed to advantage.

Members of The Bronx Board of Trade who have any suggestions to offer should address The Board at the first available opportunity.

BRONX UNION Y. M. C. A. TO EXPAND

Plans are rapidly maturing for the erection of an addition on the east side of the present building occupied by the Bronx Union Branch Y. M. C. A., at 161st Street and Washington Avenue.

RUSSELL B. SMITH PRESIDENT

Mr. Russell B. Smith was recently elected to the Presidency of the Port Morris Bank, East 138th Street and Willis Avenue, succeeding Mr. Edgar H. Lee.

BRONX ROTARY CLUB HOLDS BIG GOLF "TOURNAMENT"

The Bronx Rotary Club held its golf tournament on Tuesday, September 16th, at the Grassy Sprain Golf Club, Yonkers. At least that is what the members were told they were going to attend when they left the Concourse Plaza in their own or other persons' automobiles. After the "tournament" had ended there seemed to be a consensus of opinion that most of the Rotarians and their guests had been spectators of a closely contested match between Ray Korndorfer and John Kadel.

Korndorfer won first prize, a silver cup, with a 74, and Kadel walked off with the second prize cup with a 75. The bankers who donated the cups, John M. Haffen, Fred Berry, George Fennell, Frank Gallagher, Dr. C. Adelbert Becker and Russell B. Smith, at the close of the contest, took due note of the fact that Korndorfer was chairman of the tournament, with Kadel as his first assistant.

But these busy business men, who laid aside their respective avocations of clipping coupons, writing insurance policies and generally directing the financial and commercial activities of the Borough, agreed generally that "a good time was had by all."

Korndorfer had prepared a cleared course for the Rotarians and, in foursomes, the "par shooters" and "divot diggers" started out on the nerve-testing 18 holes. And when the smoke of battle had cleared away, Max De Rochemont, custodian of the record, disclosed the committee leaders as the winners.

De Rochemont refused to divulge the identity of the winner of the duffer's prize, but there was a strong rumor around that 140 was the average for the first nine holes, and that Drs. Amster and Goeller had to treat several players for physical exhaustion.

A putting contest for men over 40 and weighing not less than 200 pounds was staged in front of the clubhouse.

After watching Harry Bryan and John Heintz demonstrate for more than ten minutes that a putter should always be used as a driver, John Whalen, the club's manager, stopped the exhibition to save the green from utter destruction. The prize in this contest was given to Harry Bryan for driving the ball only three feet from the cup. Other tries had ranged up to 25 feet.

John Duffy, Rotary President, took charge of the dinner and evening entertainment, at which the prizes, ranging from a grand piano to a box of matzoths, were awarded by Phil Van Kirk.

BUY ALL YOUR STAMPS AT YOUR LOCAL POST OFFICE BRANCH

Business men of The Bronx are urged to buy their postage stamps at their local Post Office station, instead of buying them, as some do, in Manhattan.

The Post Office Department measures the value of a branch Post Office and apportions the monies which may be spent for employees at and the operation of these branch Post Offices on the stamp sales, so that, as a measure of fairness to those branches which handle your mail, you should buy all your stamps there.

It is unjust to all concerned to buy your stamps at one branch and to send your mail to another branch for handling, so that the first branch gets the benefit of your revenue without any labor involved, while the second furnishes the labor and receives no revenue.

HUNT'S POINT RESIDENTS WANT DUMP ABANDONED

Property-owners in Hunt's Point are up in arms over the nuisance caused by the maintenance of the public dump in that section, the burning of rubbish, etc., at that dump, and the accompanying malodorous condition that affects the vicinity.

The Bronx Board of Trade is co-operating with these residents and property-owners, to see if something cannot be accomplished to relieve the conditions concerning which complaint is made.

TO UNIFY STATE PARK SYSTEM

At the approaching elections in New York State, a proposed State Park Bond Issue of \$15,000,000 will be the subject of a Referendum submitted to the voters. The funds are proposed to be used to unify, extend and develop the New York State Park System.

The Bronx Board of Trade urges on its membership and citizens of The Bronx generally, that they give their fullest possible support to the Referendum.

EXTENSION OF LIGHTERAGE

The Bronx Board of Trade is working on the proposition of having the free lighterage zone, as it affects The Bronx, extended so as to include the South shore of the Bronx River.

This is a matter that will have to come before the Interstate Commerce Commission, and there is no doubt but that there will be a prolonged argument relative to it, since the railroads generally are in favor of decreasing, rather than extending, the free lighterage zone in the Port of New York.

AUTO DEALERS TO BOOST

In order properly to represent The Bronx and to decorate and advertise the Borough during the National Automobile Show, at the 258th Field Artillery Armory, Jerome Avenue and Kingsbridge Road, in January next, The Bronx Automobile Dealers' Association is promoting a "Welcome Fund" Campaign.

1924 RECEIPTS TO TOP MILLION

Judging by the receipts for the first eight months of 1924, Register Edward A. Polak, of Bronx County, predicts that the receipts of his office by the end of the year will exceed \$1,000,000.

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OF THE CITY OF NEW YORK

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AND

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Over 81,500 Depositors \$57,500,000 Deposits

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Money to loan on Pass Books and
First Mortgages

SCHAPIRO TO MOVE TO "HUB"

Jacob Schapiro, stationer and printer, who has been located in the building at 3414 Third Avenue for the past thirty-one years, will in the near future move his store to the location formerly occupied by the Criterion Restaurant, East 149th Street, near Third Avenue.

He will continue, however, to maintain his printing establishment at the old location, and will use part of the space on the second floor of that building for storage purposes.

EVANDER CHILDS THIRD LARGEST HIGH SCHOOL IN THE CITY

With a total registration of nearly 6,000 as it commences the 1924-1925 term, Evander Childs High School, in The Bronx, has the third highest registration in the Greater City.

The DeWitt Clinton High School, in Manhattan, and Erasmus High School, in Brooklyn, are the two high schools which exceed ours in registration.

Morris High School this term has approximately 5,700 on register; and Theodore Roosevelt High School, approximately 2,000.



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CITY URGED TO ACT PROMPTLY ON HOSPITAL ACQUISITION

There is still pending before the Board of Estimate the question of the City of New York taking over and operating the Lincoln Hospital, in the South Bronx.

The Bronx Board of Trade is working for the earliest possible City operation of this hospital, because if it is not taken over by the City, it will cease to function on February 1st, we are informed, leaving the South Bronx without local hospital facilities and without ambulance service, except that from Fordham Hospital.

NEW BRONX LUMBER COMPANY

Messrs. George H. Storm & Co., of 69th Street and Avenue A, have bought the vacant property running from 135th to 137th Streets, Park Avenue to Canal Place, on which they will erect a warehouse, lumber yard, and mill.

NOVEMBER 6th "HEALTH DAY"

Every school in The Bronx and the other four Boroughs will observe "Health Day", on November 6th, the plans for which were approved by the Board of Education last Spring.

PROSPECT AVENUE TO CELEBRATE

During the week of October 20th, the Prospect Avenue Merchants' Association will hold a "block party" on Prospect Avenue, between 156th and 166th Streets, to celebrate the completion of the repaving of that thoroughfare.

A theatre party at B. S. Moss's Franklin Theatre will be held immediately prior to "block party" week.

STREETS NOT GARAGES

The Bronx Board of Trade has asked the Police Department to break up the practice prevalent in certain sections of The Bronx of automobile owners parking their machines in the streets near their homes all night, instead of housing them in private or public garages.

The Board also has asked that utmost vigilance be used in stopping the parking of cars in lonely places.

REPRESENTS THE BRONX

Hon. William W. Niles on September 24th was re-elected to serve a full term of three years as a Director of the Interborough Rapid Transit Company representing the public.

BRONX BORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE



*Beautiful Library Building Planned for Fordham University, a Fine
Type of Gothic Architecture*

UNIVERSITY OF ILLINOIS

Vol. II -- No. 5

NOVEMBER, 1924

BRONX STORES CAN MEET
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BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

NOVEMBER, 1924

NUMBER 5

Mayor and Borough President Lay Cornerstone of Bronx Terminal Market

With appropriate ceremonies, witnessed by thousands of Bronxites, and amid tremendous applause, the playing of bands and waving of national emblems, the cornerstone of the immense wholesale market and storage building of the \$7,500,000 Bronx Municipal Terminal Market, at Exterior and 151st Streets, was laid by Mayor John F. Hylan, Borough President Henry Bruckner, and Markets Commissioner Edwin O'Malley, on the afternoon of Saturday, October 25th.

Officers and members of The Bronx Board of Trade, who had worked diligently to bring about the construction of this Market, were present in large numbers at these public exercises. A luncheon, in honor of the Mayor, at the Concourse Plaza Hotel, preceded the ceremony on the market area.

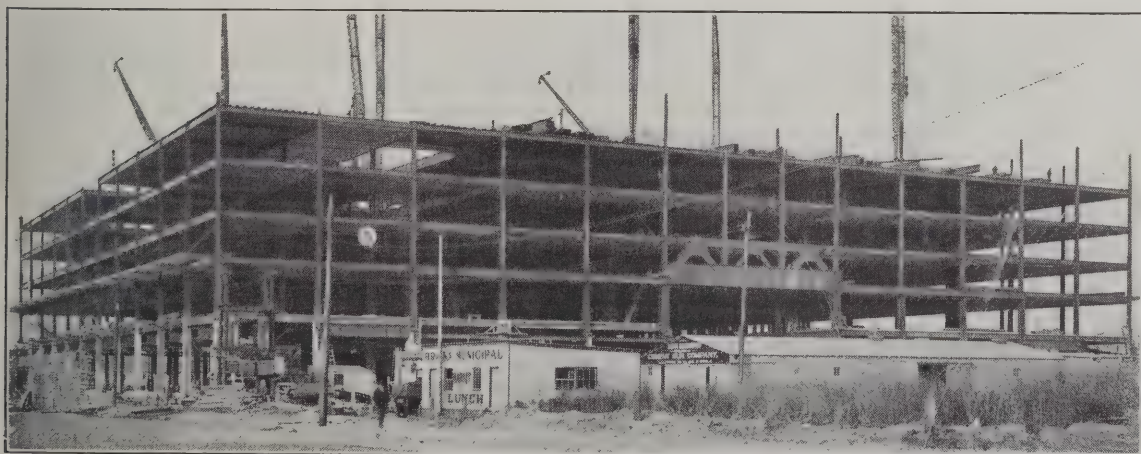
At this luncheon, President John M. Haffen, of

The Bronx Board of Trade, presented silver trowels to the Mayor, Borough President and Commissioner, which were used later in the day at the formal laying of the cornerstone.

Public school children, a battalion of the 258th Field Artillery, numerous City employees, and the members of local civic organizations participated in the elaborate ceremonies.

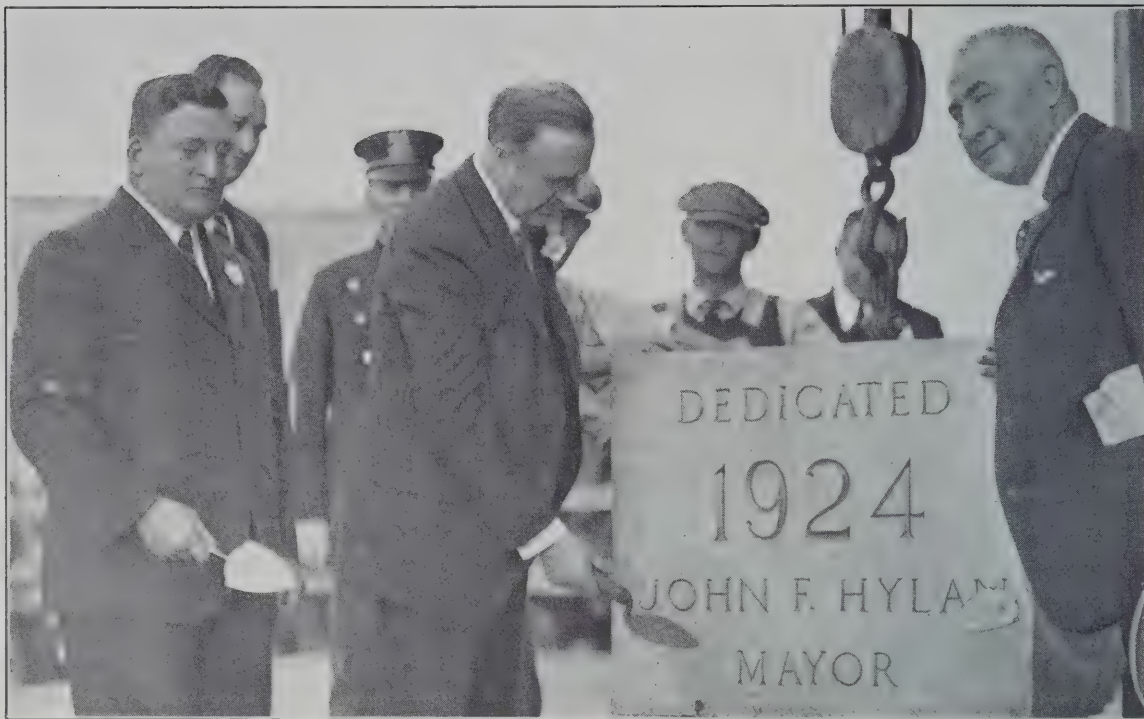
Following the luncheon, Mayor Hylan, Borough President Bruckner, Commissioner O'Malley, and Sheriff Flynn headed a parade which made its way from 162nd Street and the Concourse to the Market site, where addresses were made by the guests of honor.

The Police Department Band played a popular selection at the opening of the exercises. The school



(Photo by General Photographic Co.)

*Wholesale Market and Storage Building of The Bronx Municipal Terminal Market,
as It Appeared on November 6th, 1924*



(Photo by Home News)

*Mayor Hylan, Borough President Bruckner, and Commissioner O'Malley
Laying Cornerstone*

children then sang "The Star Spangled Banner", which was followed by an Invocation delivered by Mgr. Joseph F. Rummel, Pastor of the Church of St. Anthony of Padua.

Mr. Haffen introduced as the first speaker Hon. Edwin O'Malley, Commissioner of Public Markets of the City of New York, who delivered a brief address covering the origin of the idea of this Market and commending our Mayor and Borough President for their keen interest in the project.

He said, in part: "The city today is definitely committed to the policy of establishing Municipal Public Markets. Exactly \$22,500,000 has actually been set aside for this purpose, and we are assembled here to witness the laying of the cornerstone of the first Wholesale Market and Storage Building.

"The new Bronx Terminal Market will guarantee an adequate food supply for twelve months, with the efficient public control of foodstuffs to replace the present inadequate, antiquated and haphazard methods which have been in use for generations."

Borough President Henry Bruckner, the second speaker, related the history and growth of The Bronx and praised Mayor Hylan for his interest in the affairs of this community. He assured the public of The Bronx that the completion of the Market would mean great benefits for all, and urged that its facilities be completely utilized.

Mayor John F. Hylan, who was the next speaker, praised the Borough on the ability of its citizens to

boost, every day, and at all times. He said, in part:

"The purpose of the Municipal Market is to forestall that middleman who profits by the consumer and the farmer. It is this middleman who combines with others of his kind to tell the public what they should pay for foodstuffs. With the opening of this Market it will be possible to purchase food at a fair and reasonable price.

"The Market will be profitable to the consumer and to the farmer who can bring his foodstuffs here. The only one who will not benefit by it will be the profiteer, and I hope he will be driven out of existence."

At the conclusion of the Mayor's address, he, President Bruckner and Commissioner O'Malley laid the cornerstone. A copper box in this cornerstone contains a copy of "BRONXBORO", several other contemporaneous publications, and manuscripts of the speeches, which will thus be preserved for posterity.

The Wholesale Market and Storage Building now under erection is 335 ft. 6 in. long, by 316 ft. 2 in. wide, and will be 6 stories in height, or 93 ft. 6 in., to be exact. It is expected that it will be completed about September, 1925.

The Bronx Municipal Terminal Market, when completed, will cover about 52 acres of land and will have trackage facilities that will enable it to handle about 300 freight car loads of foodstuffs every day.

It will be the largest Market of its kind in the world and the greatest building undertaking conceived by this City.

TRAFFIC LIGHT POLES TO REPLACE TRAFFIC TOWERS IN THE BRONX

At the meeting of The Bronx Board of Trade, held Wednesday afternoon, October 15th, Deputy Chief Inspector Dominic Henry, in charge of Police traffic regulation in the Boroughs of Manhattan and The Bronx, delivered a most interesting talk on the question of the Police Department's activities relative to solving the question of traffic congestion on our City's streets.

Inspector Henry has had a long association with the Borough of The Bronx, and showed in his talk that he is thoroughly familiar with the major traffic problems of the Borough.

Following a very interesting exposition of the steps that have been taken to prevent the parking of cars and the "cruising" of taxicabs in the lower section of the City, Inspector Henry turned to the topic of traffic regulation in The Bronx.

He called attention to the fact that The Bronx ought now to be preparing for the handling of future traffic on its thoroughfares by providing wide north and south arteries to accommodate this traffic.

He suggested that attention should be given to Jerome Avenue, which is capable of being widened at the present time at a comparatively low cost; also, the widening of Webster Avenue, or Third Avenue, and the Southern Boulevard, would be advisable.

Inspector Henry also informed the gathering that traffic light poles, installed at the curb line, will in the near future replace the traffic towers on the Concourse. These traffic light poles are to be connected up in series, so that a "master" station will control all poles in each series, and all changes of signals will be made simultaneously.

It is proposed to put the first "master" station for Concourse traffic regulation at Fordham Road, but another station will be installed south of that point should it be found advisable.

Following the installation of these traffic light poles on the Concourse, they will be installed on Southern Boulevard, Fordham Road, Prospect Avenue, Tremont Avenue, 149th Street and other principal business thoroughfares in The Bronx.

The great flexibility of this traffic regulation system, and the fact that it is not necessary to erect towers in the middle of the street with resultant possible obstruction to traffic, has much to recommend it.

Captain Cornelius O'Leary, of Traffic Division "C", who is in charge of the Police Traffic Squad in The Bronx, accompanied Inspector Henry to the meeting, and also expressed his desire to co-operate in every way with The Bronx Board of Trade in its studies of traffic problems.

CORPORATE STOCK ISSUE FOR IMPROVING NEW PARK

Funds for the improvement of the new park area at the Southern end of the Concourse were not included in the Park Department's 1925 Budget request, but have been applied for in a separate request for Corporate Stock funds in the sum of \$95,000, which will be acted upon by the Committee of the Whole of the Board of Estimate when it considers the 1925 Corporate Stock Calendar.

Our Board will keep in touch with the Board of Estimate, and at the appropriate time action will be taken to secure approval of this appropriation.

THINK SAFETY!

BY HON. BARRON COLLIER
Special Deputy Police Commissioner

LAST year, more than a thousand funerals were our contribution to the spirit of carelessness. Accidental deaths occur because of mental unpreparedness—because carelessness follows the lack of proper safety education and is the largest contributing factor to accidents.

All of our effort is aimed at educating our people,—to teach them that when they THINK "SAFETY", they ARE SAFE.

We are placing the responsibility for accidents equally upon the pedestrian and the driver. Each must respect the rights of the other.

We must inculcate in the minds of adults the enduring thought that "Jaywalking" is unfair to vehicular traffic and unjust to themselves and to their families.

What would they say should a large truck run upon the sidewalk? They would say the driver was crazy, because the sidewalks belong to the pedestrian.

By the same token, does not the street exclusively belong to vehicles, except at the crossings provided for the pedestrian?

Pedestrians must remember that there are two lines of traffic at every crossing, and that they must look both to the left and to the right.

Parents must be made to realize that the future safety of our population really lies in the hands of the children of to-day, who must be taught ideas of carefulness that will protect them from danger throughout their lives.

Drivers must also realize their responsibility—they must remember that every pedestrian does not own an automobile, is not familiar with its operation, and does not know that the emergency brake suddenly applied on a wet pavement means skidding, with the car going in almost any direction.

Lastly, he must always remember that his brakes are his insurance against accident, and they must always be in perfect and efficient working condition.

Board Endorses Bus Application of Third Avenue Railway System

At a largely-attended meeting of The Bronx Board of Trade, held Wednesday afternoon, October 15th, this organization took a definite stand on the bus situation in The Bronx by adopting resolutions calling upon the Board of Estimate to grant a franchise to the Third Avenue Railway System to operate permanent bus lines on the Grand Concourse and other thoroughfares in The Bronx, with transfers, at a rate of fare adequate to assure the highest character of transportation service.

As this meeting of The Bronx Board of Trade was called for the particular purpose of discussing transit matters, including the bus situation in The Bronx, an invitation was extended to the Third Avenue Railway System and the Fifth Avenue Coach Company to send representatives to the meeting to explain the applications made by their respective companies for bus franchises in The Bronx.

Mr. William Thompson, Superintendent of Transportation of the Third Avenue Railway System, spoke briefly of the service which his company intends to install, providing the Board of Estimate acts favorably on its application for a franchise.

Mr. W. W. Harris, Vice-President of the Fifth Avenue Coach Company, also spoke briefly relative to his company's application for a franchise to operate bus lines in this Borough, calling attention to the fact that the Fifth Avenue Coach Company is a pioneer in this form of transportation.

In the general discussion which followed the talks by Mr. Thompson and Mr. Harris, who were introduced by Mr. Alexander Haring, Chairman of the Traffic and Waterways Bureau of The Bronx Board of Trade, the following took part: Mr. Moe P. Stein, Chairman of the Citizens' Committee, representative of all The Bronx civic-commercial organizations, which successfully campaigned to obtain the present temporary bus service on the Concourse; Mr. George C. Crowley, Chairman of the Concourse Community Council; Mr. Edward R. Koch, President of The Bronx Lions' Club; Mr. Max Deutsch, President of the Mott Haven Business Men's Association, who spoke in favor of the Third Avenue Railway System's application for a franchise; and Mr. Jacob Hoffman, Vice-President of the Hub Merchants' Association, who placed that Association squarely on record as favoring the Third Avenue Railway System's application.

The consensus of opinion of the meeting was that the proposition of the Third Avenue Railway System to give a co-ordinated bus and trolley service to The Bronx, with transfers, was the most advantageous proposition which the City could endorse in the interest of the Borough of The Bronx.

The resolutions favoring the Third Avenue Railway System's application for a franchise, which were adopted unanimously, read as follows:—

"WHEREAS, The Grand Concourse, in the Borough of The Bronx, has been without transportation facilities since January 5th, 1924, making for a great hardship to the residents along that splendid thorough-

fare, and in the immediate vicinity thereof, who had made use of the transportation facilities offered previous to that date; and,

"WHEREAS, the future growth and development of the Grand Concourse and bordering streets and avenues depends largely on the installation of a permanent bus service that shall be dependable, sanitary and of a kind commensurate with and comparable to the nature of that splendid thoroughfare; and,

"WHEREAS, there are pending before the Board of Estimate applications, from responsible concerns, for franchises to install a permanent and adequate bus service on the Grand Concourse; and,

"WHEREAS, The Bronx Board of Trade believes it would be in the public interest to take immediate action on one of these applications; therefore be it

"RESOLVED, that The Bronx Board of Trade herewith strongly urges on the Board of Estimate the necessity of granting a term franchise, at the earliest possible date, to the Surface Transportation Corporation, one of the responsible concerns whose application is on file with the Board, for the immediate installation of a permanent, sanitary and adequate bus service on the Grand Concourse, in The Bronx, a service commensurate with the character of that splendid thoroughfare, the operating company to be permitted to charge a rate of fare, with transfers, that will enable it to give and to maintain a service of the highest character; and be it further

"RESOLVED, that The Bronx Board of Trade also strongly urges that franchises be granted to the same concern for bus lines to be operated in other parts of The Bronx now without adequate, or any, transportation service, at a rate of fare, with transfers, that will enable the operating company to give and maintain a service of the highest character; and, be it further

"RESOLVED, that copies of these resolutions, duly attested, be forwarded to his Honor the Mayor, The President of the Borough of The Bronx, and members of the Board of Estimate and Apportionment of the City of New York."

Copies of the above resolutions were duly forwarded to Mayor John F. Hylan, Borough President Henry Bruckner, and the members of the Board of Estimate, following which, on Wednesday, October 22nd and Wednesday, October 29th, large delegations from our Board of Trade appeared at the public hearings before the Board of Estimate to urge that The Bronx public be giving immediate transportation service, by granting franchises to the Surface Transportation Corporation.

Among those who spoke for the granting of these franchises were Mr. John J. Duffy, President of The Bronx Rotary Club; Mr. Joseph H. Mound, President of the Hub Merchants' Association; and Mr. Max Deutsch, President of the Mott Haven Business Men's Association.

BRONX REPRESENTED AT MID-YEAR MEETING OF NATIONAL CHAMBER

At the second Mid-Year Meeting of the Eastern Division of the Chamber of Commerce of the United States, held at the new building of the National Chamber, at Washington, D. C. Thursday and Friday, October 23rd and 24th, The Bronx Board of Trade was represented by President John M. Haffen, Former President James Brackenridge, and Executive Secretary Charles E. Reid.

A feature of the meeting was the address delivered by President Calvin Coolidge at the Evening session on Thursday, the 23rd, which address was a masterly exposition of the manner in which business methods in government had resulted in decreasing national expenses.

The general subjects discussed at this meeting were: "Waste and Extravagance in Business and Government"; "Are Taxes Reducing Living Standards?"; "Government Operation or Government Regulation"; and "The National Chamber as an Aid to Business."

The principal addresses at the Meeting were delivered by Vice-President Lewis E. Pierson, of the Eastern Division; Mr. A. C. Bedford, Chairman of the American Committee of the International Chamber of Commerce; Mr. Willis H. Booth, President of the International Chamber of Commerce; Mr. Henry Ives Cobb, Chairman of the Taxation Committee of the Merchants' Association of New York City; Mr. Julius H. Barnes, Former President and Mr. Richard F. Grant, President of the Chamber of Commerce of the United States; Mr. Frederick H. Ecker, President of the Chamber of Commerce of the State of New York; and the Managers of the several Departments of the National Chamber.

The following resolutions adopted at the Meeting express the sentiments of the gathering on the questions under discussion:

WASTE IN BUSINESS—Waste is inconsistent with every sound principle of business. It is a burden alike to business and the public. Efforts have been made toward the reduction of waste in industry, especially through standardization and the elimination of unnecessary varieties in products. The progress made is gratifying. We urge that these activities of the Chamber be prosecuted with increasing vigor and carried into every branch of business.

EXPENSES OF GOVERNMENT—The operating expenses of business have had to be reduced. Hard experience left no alternative. The operating expenses of government have as a whole taken an opposite course. The reduction of expense by one governmental authority causes little change in the burden when expenditures by other governmental authorities rise. The Chamber has in the past made important contributions in the field of federal taxation and this meeting wishes to place before the Board of Directors its belief that the Chamber can now make equal contributions in the field of state and local taxation by making thorough studies and placing the results before its members. There is immediate need that the aggregate expense of government, felt by the country in taxation, be reduced.

PUBLIC UTILITIES—The Chamber has already declared itself to be in favor of private ownership and operation, under government regulation. This position was taken after careful study and thorough consideration. Questions in this field have been before the meeting. The facts which have been given with reference to them confirms the wisdom of the Chamber's position and this Eastern Division Meeting unqualifiedly declares in favor of that policy.

THANKSGIVING LUNCHEON TO BE HELD NOVEMBER 20th

The Bronx Board of Trade will hold a Thanksgiving Luncheon at the Concourse Plaza Hotel, 161st Street and Grand Concourse, at noon on Thursday, November 20th, to which members of the Board are urged to bring their friends and business associates.

The speaker of the day will be the Very Rev. Mgr. John L. Belford, D. D., Pastor of the Roman Catholic Church of the Nativity, Brooklyn, who will deliver "A Thanksgiving Message".

The Luncheon Committee has arranged for a most interesting event, and there will be the usual holiday-marking drawing by those present for turkeys, chickens, geese, etc.

Tickets for this Luncheon may be secured by remitting \$2.50 for each ticket desired to The Bronx Board of Trade, 137th Street and Third Avenue.

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Mott Haven 5820-1

AN INTERESTING BUSINESS TALK ON THE BRONX

Mr. Walter Sammis of the Business Department of the New York "Times", at a meeting of the Rotary Club of The Bronx held on Tuesday, October 14th, at the Concourse Plaza Hotel, delivered a very interesting address on the question of "Keeping Business At Home."

He said, in part:

"You have a population of 840,554 souls, comprising 186,787 families. There are within your borders 9,705 retail stores of all kinds.

"These are the facts which should be related one to the other; and also translated into terms of volume of business to be done, and so eventually into dollars.

"The Chamber of Commerce of the United States recently issued a pamphlet purporting to show the annual expenditures of the average American family. For food, clothing, furniture and miscellaneous commodities the figure mentioned is \$1,007.12. Accepting this as true—though to my mind it is considerably below the actual amount—the united cash registers in the 9,705 retail stores in The Bronx should ring up each year the magnificent total of \$188,116.923.

"I do not ask you to accept this figure as absolute, definite and conclusive. Considering its high source, however, it is good enough to give you food for thought.

"In point of population The Bronx is equal to a great city. In the whole United States there are but five cities which can boast of more people within their borders—New York, of which The Bronx is an important part; Chicago, Philadelphia, Detroit and Cleveland. Which of them, do you think, would look

with careless equanimity upon trade which, originating within itself, was diverted to another community?

"I know you have keen competition from at least one other Borough, but to the merchant determined to get his share of trade, competition is only a stimulant, not a soporific to business ambition; and I am sure you are all too progressive and too aggressive to be willing to sit quietly by and take any Borough's leavings."

BOARD COMMITTEE VISITS BIG CITY INCINERATING PLANT

At several recent meetings of the Civic Bureau of The Bronx Board of Trade, there has been discussion of the practice, which still prevails, of burning rubbish at Riker's Island, and at the land dumps in The Bronx, at Hunts Point, Clason Point, etc.

Despite the protests which have been made, and which other organizations and individuals have made and are making, this procedure has been continued, and will probably continue until the City has constructed the Refuse Incinerators which it plans to install throughout the City.

The construction of the Incinerator at 139th Street and Fifth Avenue, Harlem, which is to take care of the refuse from the South Bronx, is now under way; and the plans are ready for the Incinerator which is to be erected at the end of Tiffany Street, at the East River, which is to take care of the rubbish of the East Bronx, and which is to be completed late in 1925 or early in 1926.

In order that the members of our Civic Bureau might familiarize themselves with the efficiency and workings of these Incinerators, which are all to be of a type similar to that now in operation at West 56th Street, between Eleventh and Twelfth Avenues, Manhattan, a visit was made to that Incinerator on the afternoon of Tuesday, October 7th.

The members of the Bureau were shown over the plant, and the entire workings thereof were explained by a representative of Commissioner Taylor, of the Department of Street Cleaning.

The Incinerator, which is odorless and sanitary, is a two story brick building, having six large furnaces on the first floor. The rubbish is carted to the second floor where it is dumped into hoppers leading to the furnaces, or is placed in large wells and containers, from which it is later picked up by overhead crane grab-buckets and placed in the hoppers.

Everything is burned up, with the exception of pieces of iron, cans, etc., which drop to the bottom of the furnace, and on removal from the ash pits, are carted away to scows and dumped at sea.

The furnaces furnish heat, light and power for the Incinerator Building. They also are so constructed that, in the Winter time, when the rubbish comes in wet from rain and snow, oil burning equipment forces a flame into the rubbish. All rubbish is consumed within the twenty-four hour period during which it is received at the Incinerator, which works day and night.

It was originally intended for the Incinerator to handle but three hundred tons a day, but it is averaging from five hundred to six hundred tons daily.

BRONX ROTARIANS ENTERTAIN

The Bronx Rotary Club held a very enjoyable Halloween banquet and dance in the grand ball room of the Concourse Plaza Hotel on the evening of Thursday, October 30th, which was attended by in the neighborhood of three hundred Rotarians and their guests.



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Address all Communications to
THE BRONX BOARD OF TRADE
137th Street and Third Avenue, The Bronx

BUY IN THE BRONX

The Bronx Board of Trade at all times urges its members and their friends to "Buy in The Bronx." At this season of the year, at the commencement of the Holiday buying period, especially, it urges on all the adherence—all other things being equal—to the principle underlying the slogan, "Buy in The Bronx."

The merchants of The Bronx have made a large investment in Holiday goods for this community—they have put their capital to work among you—and they have a right to expect that you will patronize them, so that they may realize on their investment.

You can save time, you can save travel, you can save money, by buying in The Bronx.

Patronize Bronx Merchants when you are buying for the Holidays, and when you are buying for every day.

In Memoriam

REV. JOHN E. ZEITER
Died November 11, 1924

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CITY PLANNING SECOND FERRY LINE TO COLLEGE POINT

Replying to a recent request for information concerning a proposed municipal development of the East River waterfront, between East 134th and 135th Streets, as proposed by the Commissioners of Docks and Plant and Structures, Commissioner Wm. Wirt Mills, of the latter Department, gives the following information concerning the improvement:

"This Department proposes that the City shall acquire, by condemnation, the waterfront block between East 134th Street and East 135th Street, including the old terminal of the North Beach Ferry.

"The immediate purpose for the acquirement of this property is to afford a ferry terminal from which to operate a ferry between this point and North Brother Island.

"The property will also be used for the operation of steamboats, between East 134th Street and Rikers Island for the service of both the Correction Department and the Street Cleaning Department.

"This ferry terminal will also be available for a new ferry line between East 134th Street and College Point. This Department feels that it is only a question of time when such a ferry will be required. In order to establish a ferry, we will have to acquire this property in The Bronx; and we will also have to take over the present leased ferry terminal in College Point together with the property at the foot of First Avenue, College Point, so that a proper terminal can be constructed there, with two slips which would permit us to operate both the present line between College Point and Clason Point and the new line between College Point and East 134th Street.

"We trust that we will have the approval and support of The Bronx Board of Trade."

Our Board has communicated with the Commissioners of the Sinking Fund Commission, stating that the proposed plan has the full endorsement of The Bronx Board of Trade, and urging that it be carried out at the earliest possible time.

BRONX LIONS TO FROLIC

The Lions Club of The Bronx will hold a banquet and dance at the Concourse Plaza Hotel on Thanksgiving Eve., Wednesday Evening, November 26th. It is anticipated that at least four hundred will be present.

Join the Red Cross

BOARD BUREAU'S SERVICES AT THE DISPOSAL OF BRONX MERCHANTS

In the recent past, Mr. Gus G. Kindervater, Chairman of the Trade and Commerce Bureau of our Board of Trade, addressed a personal letter to some hundred odd merchant members, urging their co-operation with the said Bureau, for mutual benefits derivable.

In part, Mr. Kindervater's letter reads:

"When you are in need of medical advice you consult your physician. Likewise, when in need of legal advice you seek counsel from your attorney. On this basis, isn't it possible that we could be of some assistance to you with your business plans or problems?"

"We want to function for your benefit because if we can be of service to you by accomplishing something worth while, that something will be reflected throughout the whole community. There is no ulterior purpose behind our suggestion, nor will there be any charge for any service we might render.

"We know that, as a successful merchant, you have progressive ideas. If we can get you to suggest one or more thoughts as to how business generally may be improved or increased and this information could be passed along to others, a world of good would result. We would act as a sort of clearing house and assist in whatever way possible to promote the welfare of the business interests of The Bronx. It is not unlikely that you may be bothered about some particular problem in your business that we could, perhaps, find a solution for if we only knew about it. Don't hesitate or be backward about telling us."

BETTER LIGHTING SOUGHT

The Hub Merchants' Association and the Mott Haven Business Men's Association jointly held an informal dinner at the Hof Brau Haus, 149th Street and Third Avenue, on Thursday Evening, November 6th, at which was present Hon. Nicholas J. Kelly, Chief Engineer of the Department of Water Supply, Gas and Electricity, who promised to co-operate in the matter of additional lighting on lower Third Avenue.

Executive Secretary Charles E. Reid also was present at this dinner, and by special invitation, presided and addressed the gathering relative to proposed holiday merchandising activities, with particular reference to keeping Bronx trade in The Bronx.

The Tremont Avenue section of The Bronx also is desirous of obtaining better lighting, particularly between Third and Webster Avenues.

The Bronx Board of Trade will co-operate with those behind these movements, and will endeavor to help them secure the desired results.

STORE DOOR DELIVERY

The Merchants' Association has taken action approving five principles, (which also have been approved by the Atlantic States Shippers' Association), that must be adhered to for store door delivery success.

The principles enumerated are:—service must be optional; the carrier is to assume full responsibility to and from store-door; the cost is to be borne by shippers and receivers; the trucking charges must be reasonable; and the adoption of store-door delivery is to be gradual.

Our Board of Trade also approves of these methods of handling store-door delivery.

105th FIELD ARTILLERY EMPLOYMENT AGENCY

The 105th Field Artillery Regiment, of The Bronx, at 1122 Franklin Avenue, corner of 169th Street, has organized a completely-equipped employment agency, through which it is in a position to supply high grade men in various lines to business men of The Bronx, without cost.

It will be readily apparent that the men furnished, who are all members of the National Guard, will be only those of the highest physical attainments and reliable as to character and appearance.

Lieutenant Charles E. Keegan, Regimental Employment Officer, will be pleased to hear from Bronx employers whenever they are in need of men in their establishments for any kind of work.

BOARD MEMBERS TO SERVE ON TRAFFIC PLAN COMMITTEE

The names of seven members of The Bronx Board of Trade have been suggested to the Regional Plan of New York and its Environs to serve on the Advisory Committee on Traffic Problems in the New York Region, particularly The Bronx.

The members are: Alexander Haring, Chairman, Traffic and Waterways Bureau; Olin J. Stephens, President, Stephens Fuel Co.; Daniel J. Barrett, President, Bronx Buick Co.; John M. Haffen, President, The Bronx Board of Trade; William E. Thompson, Superintendent of Transportation, Third Avenue Railway Co.; Hon. Josiah H. Fitch, Chief, Engineering Bureau, Borough of The Bronx; August F. Schwarzler, Director, The Bronx Board of Trade.

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NATIONAL SECRETARIES' MEETING URGES RETURN TO BASES

Executive Secretary Charles E. Reid represented The Bronx Board of Trade at the Tenth Annual Meeting of the National Association of Commercial Organization Secretaries, held at the new headquarters of the United States Chamber of Commerce, Washington, D. C., October 20th to 24th, and which drew a gathering of upward of 700 Executives of Chambers of Commerce, Boards of Trade and similar organizations from the United States and Canada.

An interesting event during the course of the meeting was a visit, on the afternoon of October 20th to the White House, where the secretaries were greeted by President Calvin Coolidge, who later honored them by being photographed with them.

Entertainment features included an automobile ride about Washington, a "fellowship night," a tea for the ladies, and a boat trip to the Washington Home at Mount Vernon.

As a result of this annual meeting, co-operative effort in the solution of community problems was given marked impetus.

Some of the questions discussed were: Financing; plans for sustaining commercial organizations; service to industries; retail promotion and protection; membership development and assimilation; community program; public safety; and community agency co-operation.

The key-note of the meeting, as presented by Mr. J. David Larson, President of the NACOS, was "back to fundamentals in the carrying on of commercial organization work."

Mr. Larson pointed out that many commercial organizations throughout the country have strayed



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from the original purpose for which they were organized, to assist industry and commerce, and those things which help to make a community a better place in which to live and do business.

EACH CITY MUST SOLVE ITS OWN TRAFFIC PROBLEMS

The preliminary report of the Committee on Street and Highway Safety appointed by Secretary Hoover, of the U. S. Department of Commerce, declares that the only permanent solution of traffic congestion is for each City to prepare and officially adopt a long-term program both for improvement and financing.

This is in line with the idea behind the activities of the leading civic-commercial organizations of New York City, one of which is The Bronx Board of Trade, who are endeavoring to prevail on the Municipal Authorities to create a Municipal Board or Commission with power to make an exhaustive study of the City's traffic conditions, and to apply remedies.

THE NEUROPATHIC HOSPITAL

State Senator James J. Walker recently broadcast, through radio Station W. J. Z., a very interesting talk on the proposed Neuropathic Hospital which it is planned to erect on The Bronx Boulevard, between 236th and 237th Streets, at a cost of \$2,500,000, the first institution of this kind to be built in the United States.

The institution will be erected from monies raised among the charitably-inclined, who will also supply the money for its maintenance.

The Hospital will diagnose every case free of charge, treat it free of charge, and will at no time and under no circumstances compel a patient to remain in its wards.

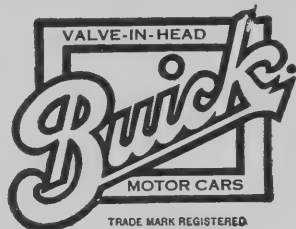
NATIONAL RIVERS AND HARBORS CONGRESS

A large delegation will, as in past years, represent The Bronx Board of Trade at the twentieth annual convention of the National Rivers and Harbors Congress, which will be held at the New Willard Hotel, Washington, D. C., Wednesday and Thursday, December 10th and 11th.

Messrs. Olin J. Stephens and Executive Secretary Charles E. Reid are New York State Directors of the Congress, and Mr. Reid is, in addition, Secretary of the New York State Delegation.

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HUB MERCHANTS' ASSOCIATION

The merchants in the vicinity of 149th Street and Third Avenue recently formed an organization for the purpose of promoting the interests of that particular merchandising area, under the name of "Hub Merchants' Association", of which Mr. Joseph H. Mound is President.

Executive Secretary Charles E. Reid, of The Bronx Board of Trade, was present at the organization meeting of this business men's group, and addressed them, offering the co-operation of our organization.

SEISMIC STATION IN THE BRONX

One of the most complete seismic stations in the world was recently dedicated and put into operation at Fordham University.

The Station, which is devoted exclusively to the recording of earthquake phenomena, is a gift in memory of the late William J. Spain, Jr., a member of the Class of 1924.

HIGH SCHOOL PLANS READY

Plans have been completed for the new building which will house the Theodore Roosevelt High School and which will be constructed on Fordham Road, immediately east of Third Avenue, opposite Fordham University.

The cost of the new building, which will have seating accommodations for nearly 4,000 students, is estimated at \$3,500,000.

ARE YOU INCLUDED?

Under recent date, President John M. Haffen sent to a large percentage of our membership a special letter urging the prompt payment of annual dues, that our Board might continue to function efficiently for the community.

The response to his letter has been noticeably good, but there are still a considerable number who have not as yet sent in their checks.

ARE YOU INCLUDED?

BIG PROJECTS FOR THE BRONX

Recent developments in Municipal activities indicate that the proposed Municipal Art and Music Center will be located on the Jerome Park Reservoir tract, and that an immense Municipal Stadium, like that of Chicago, will be located in Van Cortlandt Park, near Broadway.

The Bronx Board of Trade is working to bring these two big projects to fruition.

WALTER HINES PAGE SCHOOL

The Bronx Board of Trade has received from the headquarters of the Walter Hines Page School of International Relations at Johns Hopkins University, Room 929, at 111 Broadway, a very interesting brochure concerning the proposed school and what public opinion has to say as to its national value.

A communication addressed to Mr. Herbert L. Gutterson at the above address, will bring a copy of this brochure to any member of our Board of Trade who may be interested in this proposed memorial and school.

BRONX EYE AND EAR INFIRMARY

The annual Charity Ball for the benefit of The Bronx Eye and Ear Infirmary, held on the evening of Saturday, November 1st, in the grand ball room of the Concourse Plaza Hotel, was a great success, and the Officers of the Infirmary and the Officers of the Ladies' Auxiliary are to be congratulated.

It is anticipated that an intensive campaign to raise \$250,000 for the new proposed home of the Infirmary, to be located on the Grand Concourse, will soon be launched, due to the pressing need for larger and more commodious quarters for the institution.

1,000 NEW POLICEMEN

The Bronx Board of Trade actively supported the activities of Police Commissioner Richard E. Enright which resulted in the 1925 Budget providing for the addition of one thousand patrolmen to the New York City police force.

Four hundred are to be added February 1st, 1925, three hundred July 1st, 1925, and three hundred October 1st, 1925.

AMERICAN EDUCATION WEEK

As in past years, The Bronx Board of Trade will co-operate with the American Legion in promoting the 1924 observance of "American Education Week", November 17th, to 23rd.

The underlying motive is the patriotic desire to stamp out illiteracy in the United States.

**BRONX Y. M. C. A. REAL ESTATE
CLASSES VERY SUCCESSFUL**

Interest in real estate values in The Bronx does not cease. The forces that lower land values in other parts of the country seem to have little effect upon New York land value. That probably is due to the fact that The Bronx and Westchester County are growing rapidly.

The attractiveness of the field has led many young men to look with favor upon the opportunities offered in Real Estate as a life's work. Consequently The Bronx Y. M. C. A. has offered a course in this subject for two years, with considerable success.

Mr. Joseph P. Day recently lectured at the opening session of this year's class. He made the statement that "the day is rapidly passing when any person with natural sales ability can hang out a sign reading 'Real Estate and Insurance', and expect to be successful as a realtor. The real estate business is now a profession. Prospective purchasers and owners of realty holdings expect the same type of sound and learned advice from their realtor as they obtain from their physician or lawyer. The knowledge required to practice real estate satisfactorily is just as far reaching as the knowledge needed in medicine or law."

The Bronx Y. M. C. A. has sought the advice and help of some of the leading authorities on real estate in America in the preparation of the course. Because of their earnest desire to raise the standard of the men who enter the realty profession and to increase the effectiveness and the service of those who are already in the work, such well known members of the National Association of Real Estate Boards as L. F. Eppich, Edward S. Judd, John A. Petty, Herbert U. Nelson, and Paul E. Stark have given invaluable aid in mapping out the work. The Institute for Research in Land Economics and Public Utilities, under the leadership of Dr. Richard T. Ely, of the University of Wisconsin, has made available for this course the results of years of scientific research.

The course is taught by the Hon. Cyrus C. Miller, former President of the Borough of The Bronx. He will be assisted by lectures from the following well known real estate men: Thomas A. Bartley, Vice-President, Mandel-Ehrich Corp.; William C. Bergen, Contractor; William I. Brown, Deputy Comptroller, Bronx Savings Bank; Frank L. Blanchard, Director of Public Relations, Henry L. Dougherty & Co.; J. Clarence Davies; Joseph P. Day; P. P. Edson, Vice-President, French & French, Inc.; Charles G. Edwards, President, National Association of Real Estate Boards; A. E. Fuss, Manager, Insurance Department, Brett & Wykoff; William M. Greer, Appraiser of Real Estate, Title Guaranty & Trust Co.; E. B. Hallet, Attorney-at-Law; Alex. C. MacNulty, Counsel, Legal Bureau, Real Estate Board of New York; George Price; H. P. Somerville, General Manager of A. H. O'Brien; and Dominic A. Trotta.

LAST CALL! GET YOUR COAL!

Despite the advice which local coal dealers and Officials of the Board of Health gave to landlords and house owners to buy their season's supply of coal early in the present year, it is reported that there has been comparatively little buying, and that a coal shortage, which is imminent, may have severe results, on account of this lack of foresight.

If you have neglected to get in your Winter's supply of coal up to the present time, our sincere advice is that you proceed to do so at once.

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SMALL STORE ADVERTISING

The Domestic Distribution Department of the Chamber of Commerce of the United States, Washington, D. C., has just published a most valuable booklet on the question of "Small Store Advertising", which should be in the hands of every merchant in The Bronx.

The purpose of this booklet is to assist the small retail store-keeper in getting the business he wants, and is not getting, and it presents, in a simple and readable manner, the principles of advertising for a small retail business.

Copies of this booklet will be mailed to any member of The Bronx Board of Trade at the rate of ten cents per copy.

FOOD FOR THOUGHT

"The citizen who devotes his energies wholly in private affairs, refusing to take part in public affairs, pluming himself on his wisdom in minding his own business, is blind to the fact that his own business is made possible by the prosperity of all."

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Heretofore only fourth-class mail (parcel post) could be sent through the mails in this manner under the provisions of law adopted by Congress when it created the Parcel Post system.

Third-class mail, may, however, continue to be registered upon payment of a fee of 10 cents and indemnity paid for the actual amount of loss sustained up to \$25.

Unless further advised to the contrary, domestic third-class mail can not be sent as insured mail to Canada, the insurance service to that country being limited as yet to fourth-class or parcel post mail.

U. S. CHAMBER'S NEW HOME

The project of establishing at Washington a national headquarters for American business, inaugurated a little more than twelve years ago, was brought to a fulfillment in October when the Chamber of Commerce of the United States took possession of its

new \$2,500,000 home overlooking historic Lafayette Square, Washington, D. C.

The structure, which is of the same monumental character as many of the more modern public buildings housing government institutions and departments not only typifies the extraordinary development of associational activity on the part of trade and commercial organizations, but will serve as a national gathering place for more than 1,300 of these organizations constituting the basic membership of the National Chamber. It will be jointly their permanent home at the national capital and expressive of the common purpose and interests of all branches of industry and commerce.

WOULD END SMOKE NUISANCE

There is being manifested in all parts of the Greater City a renewed vigor in an endeavor to abate the smoke nuisance, now that there is no longer any emergency making the use of soft coal necessary.

The New York City Authorities are being urged to take proper steps to insure the abatement of the smoke nuisance, and to return to the former strict administration of the law.

Join the Red Cross

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DECEMBER 1924



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Vol. II — No. 6

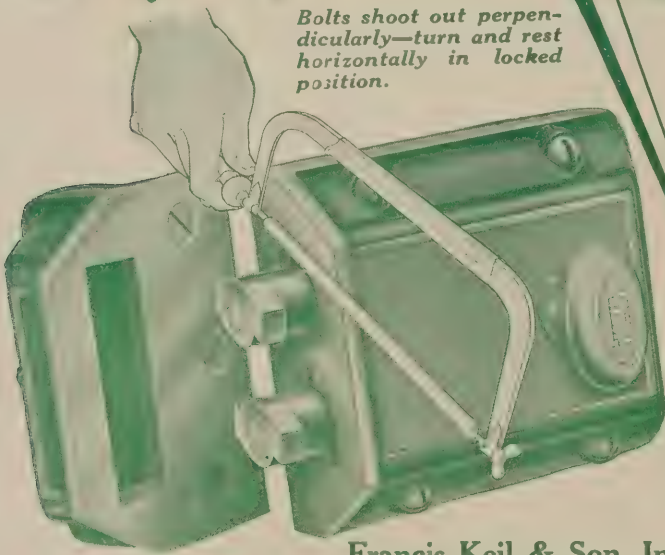
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DECEMBER, 1924

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I have had a further opportunity to inspect
the mounted sample which you sent to me in quite some
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any door provided with this type of lock.

The added security of the revolving steel
insert inside the bronze bolt, in my opinion, makes it
absolutely impossible for a burglar to enter by in-
serting the blade of a hacksaw.

I believe that I have enough of your printed
matter to fulfill my present requirements.
You are at liberty to use this communication
or any part of it as you please.

Yours very truly,
Jalo W. Lewis
Manager Burglary Dept.

JWL:EP

BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

DECEMBER, 1924

NUMBER 6

Proceedings At Annual Meeting of The Bronx Board of Trade

The Annual Meeting of The Bronx Board of Trade was held on Wednesday, December 17th, at four o'clock, at the Board Rooms, with President John M. Haffen presiding. The guest of the day was Rev. William J. Duane, S. J., President of Fordham University.

The principal business before the meeting was the election of Officers for the ensuing year, and ten Directors to serve three-year terms, and one Director to fill a vacancy.

Also the meeting was marked by the presentation of the Annual Reports of the Board's Bureaus and Standing Committees, by the Chairmen, as follows: Civic Bureau, Martin Walter, Chairman; Industrial Bureau, Charles Schneider, Chairman; Publicity Bureau, Louis H. Werner, Chairman; Traffic and Waterways Bureau, Alexander Haring, Chairman; Trade and Commerce Bureau, Gus G. Kindervater, Chairman; Membership Committee, James Brackenridge, Chairman; and Law Committee, Archie B. Morrison, Chairman.

The Annual Reports, which will be incorporated in full in the Board of Trade "Year Book" for 1925, indicated the most active year in the history of the Board,—and the most resultful.

The result of the balloting was a unanimous vote in favor of the following candidates nominated by the Membership Council in November, in accordance with the Board's By-Laws: President, John M. Haffen; Vice-President; Frederick A. Wurzbach; Secretary, Charles E. Reid; and Treasurer, Theodore S. Trimmer.

Members of the Board of Directors, to serve until 1928; Albert Goldman, J. Harris Jones, James L. Wells, John M. Haffen, Edward R. Koch, Charles Schneider, Maurice Muller, Gus G. Kindervater, John A. Steinmetz, Frank A. Gallagher; and to serve until 1926, Louis Castagnetta.

President Haffen, in his speech of acceptance, thanked the members of the Board for their support and for their co-operation during the current year, and expressed his desire for a continuance of that support. Continuing, President Haffen outlined the Board's activities in 1924, and suggested a major program of work for 1925.

He said, in part:

"First and foremost, we must do everything pos-

sible to prevail upon Congress to pass a Public Buildings Bill at the present Short Session or at the next Session which starts March 4th, 1925.

"The attitude of succeeding National Administrations during the past dozen years has worked a severe hardship on our fast-growing Borough, now the sixth largest city in the United States, if it were a separate city, by denying it proper facilities for the handling of incoming and outgoing mail.

"Closely related to the Post Office is the proposed new 'Bronx' Station of the New York Central Lines, to be erected on a site adjoining the Post Office site, at 149th Street and Mott Avenue.

"We have laid before the Municipal Board of Transportation suggestions as to new rapid transit lines to serve our Borough. We must follow up this proposition, so as to secure the adoption of the routes we have suggested, or other equally satisfactory routes, so that they may be authorized for early construction.

"I anticipate the strongest possible co-operation of the membership of our Board in the promotion of its work along the lines I have suggested, as these activities are directed towards the ultimate development of our Borough so that we may fully realize the benefits of the great resources with which Nature has so richly endowed our community."

At the conclusion of the business before the meeting, President Haffen introduced Rev. William J. Duane, S. J., President of Fordham University, who delivered "A Christmas Message."

Father Duane expressed the pleasure he had derived from hearing the Annual Reports, and praised the officers and committee-men for their accomplishments during the year, and for the program of work laid out for the future.

He then thanked the Board for the support which it had given Fordham University in its activities, and urged a continuing interest in the institution, the ideal of which is training of youth for better things, for leadership.

Father Duane also emphasized the necessity for moral training, as well as intellectual training,—a realization of the necessity of obedience to and respect for lawful authority.

"That the peace of God may descend into your hearts and remain forever," was his closing thought.

\$400,000 ASKED TO RESUME HARLEM RIVER IMPROVEMENT

Several years ago, in fact, nearly ten years ago, Government engineers stopped activities on improving the channel of the Harlem River under the existing project, (which calls for a channel averaging 400 feet in width, and with a minimum depth of 15 feet at low tide), until such time as the State should provide for straightening the channel at Spuyten Duyvil and the City should provide for removing the channel-obstructing piers of High Bridge, menaces to navigation of the river.

The necessary right-of-way to straighten the river at Spuyten Duyvil has been ceded to the Government, and the Board of Estimate will in the next few weeks take action on approving the plans for altering High Bridge in such a manner as to eliminate the piers in the channel.

In view of these conditions, in the recommendations for work on the Nation's rivers and harbors, submitted to Congress on December 1st by the Chief of Engineers of the War Department, and detailing expenditures that should be made in the fiscal year commencing July 1, 1925, there is asked an appropriation of \$400,000 for the Harlem River, for channel improvement at and between the Macomb's Dam Bridge and the Broadway Bridge and for commencing the work of straightening the channel at the Johnson Iron Works at Spuyten Duyvil.

Other appropriations requested for the further improvement of local waterways follow: East River, \$2,500,000; and Eastchester Creek, \$16,000.

Nothing is asked for in connection with the Bronx River, because there are sufficient moneys available to carry on the work during the coming fiscal year; and there is no appropriation requested for Westchester Creek because of certain co-operative activity required on the part of New York City not as yet carried out. The City administration is now proceeding in this matter, and in 1925 will have things in such shape as to make it possible to provide an appropriation for the fiscal year commencing July 1, 1926.

JOHN J. TOMICH

John J. Tomich, of Scarsdale, and formerly of The Bronx, operator of a chain of more than sixty retail groceries, died on Sunday, December 7th, at St. Francis' Hospital, of typhoid fever, after an illness of three weeks. He was 44 years old.

Mr. Tomich, who was a member of our Board, lived at 1251 Simpson Street until about two years ago, a short distance from his first store, at Simpson and Freeman Streets.

The story of the rise of John J. Tomich to a place of business preeminence from a lowly, poor immigrant, reads like a Horatio Alger tale.

He came to America 28 years ago from Dalmatia, Austria, without money, with no knowledge of the language, strange to the ways of the land and with no other asset save an indomitable courage and the will to work.

YOUR 1925 AUTO PLATES

If you haven't got 'em yet, we'd advise your doing so at once, not at the last second.

Apply at 2432 Grand Concourse, or 718 Southern Boulevard.

THE FACULTY AT BRONX-UNION Y. M. C. A. SCHOOL

Fifteen teachers are engaged in helping young men in the "School of the Second Chance" at the Bronx Union Y. M. C. A., 470 East 161st Street.

In point of service Mr. Geo. Kibitz is senior. He has been teaching for the Y. M. C. A. over fifteen years, altho not always at the Bronx Branch. He is a graduate of Cooper Union, a builder, teacher, and architect, and is in full sympathy with every young man ambitious for promotion, for he faced the same problems a few years ago.

Another member of this faculty, and second in seniority is Prof. Fred C. White. He teaches the course in Business English. He has been instructor in Civics and English at the Morris High School for many years. His work at the Y. M. C. A. has been for the most part in the teaching of English as it is used in the Business world, but Mr. White also is active in Social and Religious work of the Association as well.

A third distinguished member of the faculty is Prof. Alexander Haring, of New York University. His subject is Public Speaking. He has had the class for six years, and hundreds of men in the lodges, churches, business organizations and social clubs hold Prof. Haring in high esteem for the service he has rendered them. In the class room work, the professor does very little talking. He makes his students do that. Professor Haring is an active member of The Bronx Board of Trade, and his ability as a speaker often makes him a desirable representative of the Board of Trade at conventions. He is a popular afterdinner speaker.

The most distinguished member of the faculty is Hon. Cyrus C. Miller, Attorney, and former President of the Borough of The Bronx. Mr. Miller's great interest in young men, and in the subject he teaches, has led him into this service. He teaches Real Estate, and is assisted by a group of distinguished real estate brokers, fifteen in all.

New members of the faculty this year are as follows:—

Mr. R. V. Swain, Building Construction;
Mr. H. A. Jeffers, Income Tax;
Mr. Lawrence Rogers, Salesmanship;
Mr. John E. Peck, Plan Reading and Estimating;
Mr. Lawrence Franklin, Shorthand and Type-writing.

PIANO CLUB BEEFSTEAK

The Piano Club of New York, floor-below neighbors of The Bronx Board of Trade, held their Annual Beefsteak Party on Saturday evening, December 6th, and a most enjoyable time was had by all present, a gathering that taxed the capacity of the Club rooms. There was plenty of steak, and pink lemonade, and vocal and instrumental entertainment, to make the occasion a red-letter one.

ROTARY X-MAS SPIRIT

The members of the Rotary Club of The Bronx are up to their ears in work just now, aiding their "Christmas Daddy" Committee, which each year for several years has seen to it that Santa Claus visited the orphan boys and girls in Bronx institutions.

They intend to take care of a greater number of children this year than ever before.

Big Auto Show, Next Month, Silver Jubilee

A magnificent silver tower will be the dominant feature of the National Automobile Show, to be held in the 258th Field Artillery Armory, The Bronx, from January 3rd to 10th, 1925. Around this central decorative feature, the largest and most spectacular ever devised for an industrial display in the world, will be built a setting for the 1925 models that will eclipse anything of the kind ever before attempted.

This will be the Silver Jubilee exhibition, the twenty-fifth to be held since the industry made its bow to the public. In every respect, the anniversary will be emphasized by the use of silver.

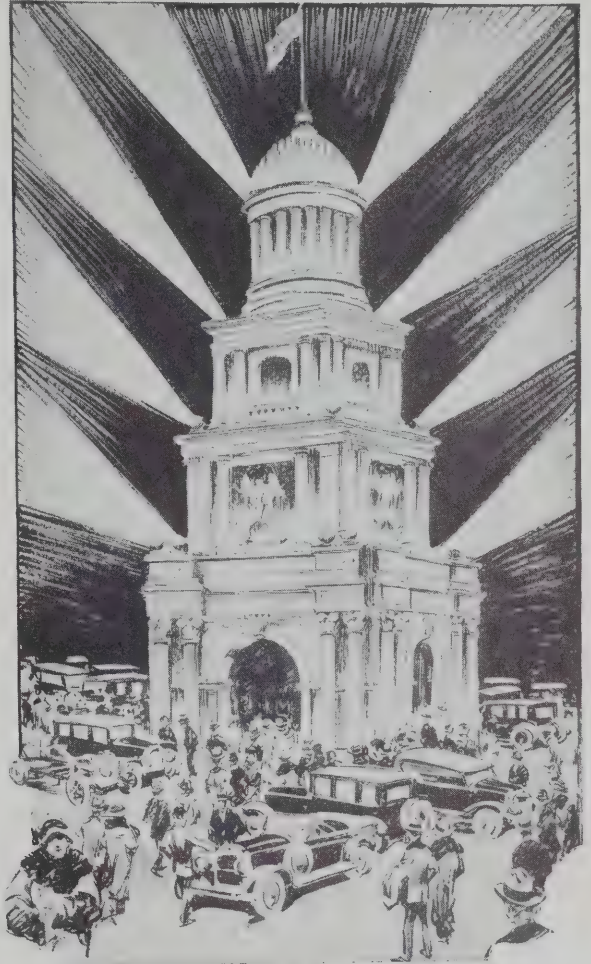
The silver tower will rise to a height of 75 feet above the floor.

The dome of the tower will be covered with real leaf silver. The scintillant aspect of the structure will be heightened by concealing within it 360 flood-lights in various hues, which will play on the exhibition at all times.

The scheme of decoration devised by Manager S. A. Miles for the Bronx Auto Show will combine the surroundings of a Roman feast, with a tinge of Orientalism in the hangings. Nile green, orange and purple will be the contrasting colors against the flash and glitter of silver.

The entire ceiling of the Armory, more than four acres in extent, will be covered with tens of thousands of yards of expensive silks, 500,000 square feet of material will be hung in the form of 65 huge panels. In the centre of each panel will be a huge medallion depicting the "Flying Goddess" encircling the earth.

The Silver Jubilee Tower will not only be the outstanding spectacle of the Automobile Show, but will also be the musical and speaking centre of the display. A concealed music chamber will house the orchestra. It will embody also a disappearing rostrum.



The Silver Jubilee Tower



General View of the Exhibits, 1924 Auto Show



Hon. Albert H. Liebenau

LOWER THIRD AVENUE TO BE BETTER ILLUMINATED

In connection with the activities of The Bronx Board of Trade, in co-operation with other bodies, to obtain increased illumination for the principal business thoroughfares of The Bronx, we are very pleased to report that shortly after mid-November Deputy Commissioner Albert H. Liebenau, of the Department of Water Supply, Gas, and Electricity, issued an order that on Third Avenue, between 135th and 151st Streets, and on Willis Avenue, from 148th Street to its intersection with Third Avenue, the 49 existing four-hundred candle power lamps should be replaced with six-hundred candle power lamps, giving a 50% increase in illumination in this business area.

In this matter, we co-operated with the Hub Merchants' Association and the Mott Haven Business Men's Association.

Herewith, we express publicly our appreciation of Deputy Commissioner Liebenau's co-operation in the premises.

AID BOY SCOUTS FUND DRIVE

Members of The Bronx Board of Trade took a prominent part in the Boy Scout Fund Campaign, which started November 24th.

Mr. Albert Goldman, former President of The Bronx Board of Trade, was in charge of the campaign in The Bronx, which has resulted very successfully.

Mr. Philip J. Schneider is President of The Bronx Council of the Boy Scouts of America.

"BRONX" STATION LOOMING

Every day brings the proposed New York Central Railroad's "Bronx" Station, at 149th Street and Mott Avenue nearer.

A short while ago, an official of the New York, New Haven and Hartford Railroad stated that the time was rapidly approaching when the suburban lines now entering the Grand Central Terminal would have to transfer their patrons to the rapid transit lines north of the Harlem River.

More recently, Mr. John G. Agar, chairman of the Westchester County Transit Commission, in a public address, outlined a plan on which the Commission was at work for the relief of the Westchester commuting situation into New York.

Mr. Agar described in detail the plan apparently most favored by the Westchester Commission.

Under this plan a terminal would be built at some point in The Bronx, possibly 149th Street, where all five Westchester County railroad lines would converged.

These are the Main Line, Putnam Division, and Harlem Branch of the New York Central Railroad; the New York, New Haven and Hartford Railroad, and the Boston and Westchester Railroad. A tunnel would be built south from the converging point at 149th Street, under Madison Avenue, to the New York City Hall, with intermediate stations. All commuters' trains would go into the city from Westchester County by this route, leaving the Grand Central station free for through traffic.

BRONX POST OFFICE PROJECT AIDED AT WASHINGTON

While at Washington recently, in attendance at the National Rivers and Harbors Congress Convention, The Bronx Board of Trade delegation called upon Congressman Elliott, Vice-Chairman of the House Committee on Appropriations, relative to the importance of building at once the proposed Bronx Central Post Office, at 149th Street and Mott Avenue.

The Board's delegates accompanied by Congressman Griffin pointed out how the failure to provide a Post Office for this community is holding back its development greatly, and how mail for and from The Bronx is delayed in transit under the present conditions.

It is improbable that a Public Buildings Bill will be passed at the present Short Session of Congress, due to the Administration's attitude.

However a new measure, calling for the appropriation of \$25,000,000 annually for Public Buildings, to be spent under authority of the Treasury Department, stands a good chance of passing.

MARKET BUILDING WORK BEING PUSHED FAST

The Niewenhouse Co., Inc., Mathias Niewenhouse, President, who are constructing the immense wholesale market and storage building of The Bronx Municipal Terminal Market, at 151st and Exterior Streets, are to be commended for the manner in which they are pushing the work on the structure.

The contractors are members of our Board of Trade, and it pleases us to witness the great amount of interest which is being displayed in this undertaking, which is historic, in that it is the first building of a market which is the pioneer of a chain of Municipal Markets.

"Castleton Cut-off" Is Big Time-Saver

November 20, 1924, will live long in American railroad history, marking as it does, the opening to public service of the New York Central's \$25,000,000 "Castleton Cut-off" improvement, the outstanding railroad construction achievement of the present decade, which has for its object the speeding up of the nation's commerce to and from the North Atlantic seaboard territory adjacent to the great ports of New York and Boston.

That day will take its place in New York Central history with almost equal rank among those other red-letter days recording the maiden trip of the De Witt Clinton, August 9, 1831; the inauguration of fast passenger train service by the Empire State Express, October 26, 1891; the running of the first Twentieth Century Limited, June 15, 1902; and the opening of the monumental Grand Central Terminal, February 2, 1913.

The "Castleton Cut-off" is an undertaking not only monumental as a railroad engineering achievement, but also equally impressive as a railroad's costly contribution to improved transportation facilities dedicated to public service.

In brief, this project, the construction of which was carried on by a New York Central Lines subsidiary company known as the Hudson River Connecting Railroad Corporation, organized in 1913, consisted of the building and putting into operation of a new high-level bridge and a double-track railroad 28 miles long, located approximately twelve miles south of Albany.

The primary object of the undertaking was to abolish "bottle neck" conditions at Albany which, at periods of a heavy density of traffic, produced freight transit delays. Yet its actual workings in operation are much wider, so that the project is more accurately described as a system improvement which provides a route for heavy through freight traffic around Albany that will materially expedite traffic and increases the capacity of the lines to handle commerce to and from the seaboard.

Not only does the project effect a saving of about four and one-half miles in distance through the utilization of this route, but what is of far greater importance, it avoids 130 feet in rise and fall for

Boston and Albany freight train movements and avoids the necessity of splitting up into two, three and four sections of trains handled westward by the Hudson Division of the New York Central.

The "Castleton Cut-off," while a costly project, is in the end a simple short cut taken to speed the movement of commerce through the Albany gateway.

From whatever angle it is viewed the Castleton Bridge is impressive. It is an attractive structure both as to the steel work and masonry piers on which the main spans are carried.

The bridge consists of two truss spans, one 600 feet long on its west end and one 400 feet long on its east side end, carried by three piers resting on solid rock fifty-five feet below the water and connected by steel viaducts on either side, having a total length in excess of 4000 feet.

The bridge has a clearance of 135 feet above navigation. In its construction 23,000 tons of fabricated steel has been required, 30,000 yards of concrete in the piers and 22,000 yards in the bridge approaches.

HUNT'S POINT INCINERATOR PROJECT ABANDONED

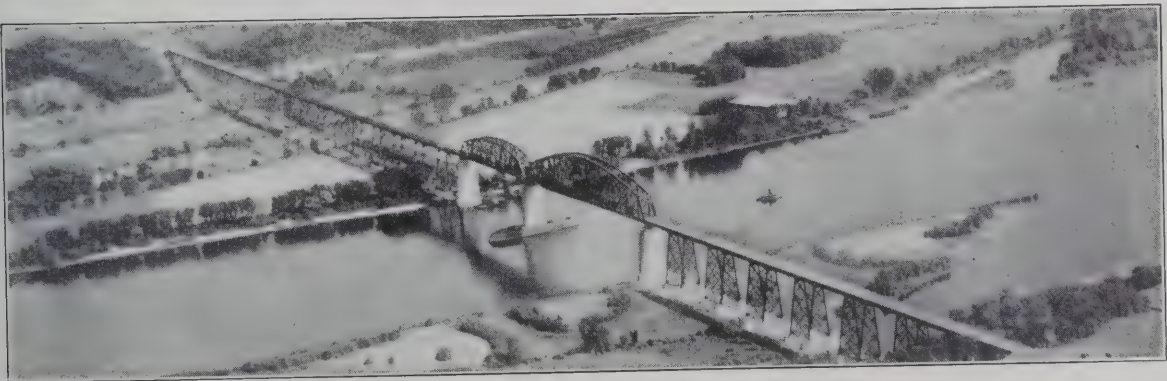
Due to the strenuous objections of the property-owners and residents of the Hunt's Point section of The Bronx, the Department of Street Cleaning has abandoned its proposal to erect a Municipal Refuse Incinerator at the foot of Tiffany Street, and will, instead erect four smaller Incinerators at four other points, each to take care of the refuse from their surrounding areas. The sites will be decided upon in due course.

In several quarters, in fact, among some of our members, the impression seems to prevail that The Bronx Board of Trade approved the Hunt's Point section as a location for a Refuse Incinerator.

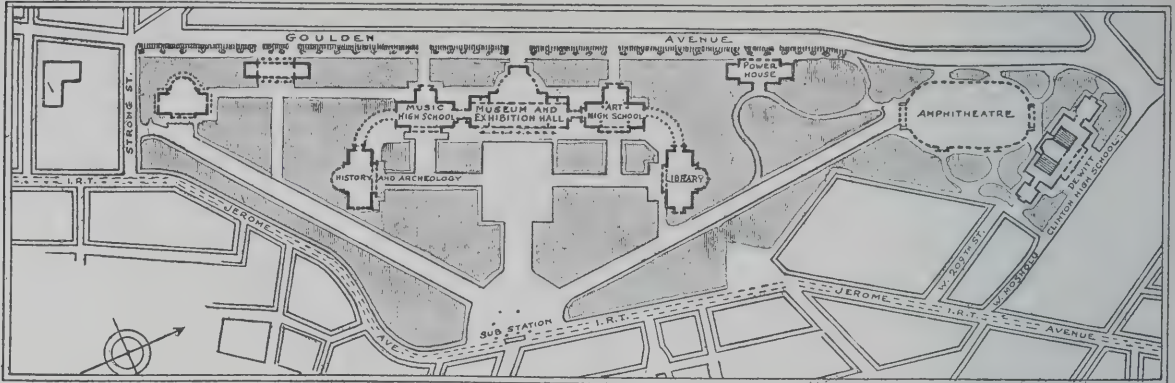
The Board, at no time, made any recommendation with respect to the location of any Incinerator for The Bronx.

The Board did approve the type of Refuse Incinerator, proposed to be erected, and that approval came following a favorable report of a visit to the Incinerator at 56th Street and 12th Avenue.

The attitude of our Board, therefore, is that we find nothing objectionable in the type of Refuse Incinerator which the City plans to erect in various parts of the Greater City, but we have made and have no recommendations to make regarding sites.



"Castleton Cut-off", as it appears from the Air



Layout of Proposed Municipal Art and Music Center for The Bronx, on the Jerome Park Reservoir Tract. (Drawing from N. Y. "Times")

PLANS MATURING FOR BRONX MUNICIPAL ART CENTER

It is the Board's opinion that matters in connection with financing the proposed Municipal Art and Music Center, to be erected on the Jerome Park Reservoir tract, near West Moshulu Parkway South, will soon smooth themselves out and that in a comparatively short time the construction work will be under way.

We have offered our co-operation to the Mayor and Chamberlain Berolzheimer relative to this project.

For a nucleus, the center, as now planned, will have a high school specially equipped for teaching music and industrial art. Around the high school, it is expected, other educational buildings will in time be grouped. "It will be the greatest educational centre in the world for the masses," said Mayor Hylan in an interview recently.

"The amount necessary at the beginning will be about \$5,000,000, for which an application will be made to the Board of Estimate and Apportionment some time next March. It is estimated that the ultimate investment includes an industrial art museum on the style of the German Museum in Munich, Bavaria, only on a much larger scale."

BRONX WELL REPRESENTED AT NATIONAL RIVERS CONGRESS

At the Twentieth Annual Convention of the National Rivers and Harbors Congress, which was held at the New Willard Hotel, Washington, D. C., on Wednesday and Thursday, December 10th and 11th, a large delegation from The Bronx Board of Trade represented The Bronx, and also, by special designation of Governor Smith and Mayor Hylan, represented the State and City of New York respectively.

The Board of Trade delegation consisted of President John M. Haffen, Olin J. Stephens, Albert Goldman, J. Harris Jones, Martin Walter, James Brackenridge, John A. Steinmetz, David J. Conroy, Walter S. Smith, Wm. F. Shanahan, and Executive Secretary Charles E. Reid.

Mr. Olin J. Stephens and Executive Secretary Charles E. Reid of The Bronx Board of Trade were

re-elected New York State Directors of the National Rivers and Harbors Congress, and Mr. Reid was also re-elected Secretary of the New York State Delegation in the Congress.

A feature of this gathering, which, while not a part of the Rivers and Harbors Congress Session, was of the utmost importance to The Bronx, was a "Caucus", arranged for by Executive Secretary Charles E. Reid of the New York State Delegates to the Convention.

It was held at the close of the morning session of the Convention at the New Willard Hotel, on Wednesday, December 10th, and matters affecting the City and State of New York were presented by various speakers, and fully discussed.

While the National Rivers and Harbors Congress is an organization formed for the prime purpose of urging a policy of continuing large appropriations for waterway improvements each year, and does not urge particular projects, many projects were presented in the addresses, since it is necessary to explain projects to illustrate desirable policies.

While attending the convention, our delegation called on Congressman Dempsey, Chairman of the Rivers and Harbors Committee of the House of Representatives, and thanked him for the inclusion of an appropriation of \$400,000 for the further improvement of the Harlem River in the new Rivers and Harbors Bill, and to urge his support for further appropriation for Bronx waterways.

Mr. Reid also was a member of a special delegation, representing the National Rivers and Harbors Congress, which called on President Coolidge at the White House, to gain his support for an adequate Rivers and Harbors Bill at the present session of Congress. There were twenty-nine persons in this special delegation, one from each state,—Mr. Reid representing the State of New York.

FIFTH AVENUE CENTENNIAL

President John M. Haffen and Executive Secretary Charles E. Reid were invited guests of the Fifth Ave. Association at the Fifth Avenue Centennial Dinner, held at the Waldorf-Astoria Hotel on Thursday evening, November 20th.

The Centennial celebration was a big success, and the Fifth Avenue Association is to be heartily commended for its great enterprise.

BOARD OF TRADE PRESENTS IDEAS ON NEW TRANSIT LINES

On November 24th, a special committee of The Bronx Board of Trade, the Committee on New Transit Routes, formally presented to the Municipal Board of Transportation, Commissioners Delaney, Ryan, and De Ford, its recommendations on new rapid transit lines to serve The Bronx.

The delegation, which consisted of Mr. Alexander Haring, chairman of the Traffic and Waterways Bureau, Mr. Olin J. Stephens, Mr. Maurice F. Westergren, and Executive Secretary Charles E. Reid, presented for the consideration of the Board of Transportation the following suggestions as to new Bronx transit lines:

ROUTE NO. 1:—

Originates in the vicinity of West 181st Street and Fort Washington Avenue, so as to connect with the proposed new Washington Heights Line, follows the line of West 181st Street to St. Nicholas Avenue and thence, under the Harlem River, to West 176th Street, The Bronx, so as to give transportation to the Morris Heights section, and thence along Andrews Avenue, Burnside Avenue and East Tremont Avenue to and through the Throgg's Neck section of The Bronx, with a terminal at Locust Point.

In the vicinity of West Farms, near the junction of Bronx Park Avenue and East Tremont Avenue, it is suggested that there might be a branch line to run along Morrison Avenue and Sound View Avenue to Clason Point.

The two terminals of this route, our proposed "cross town route", are in the vicinity of the water front because of our belief that in time these lines will be extended under the East River to the Borough of Queens.

ROUTE NO. 2:—

This line would originate in the upper Harlem section, possibly as an extension of the existing Lenox Avenue subway or the proposed 6th and 8th Avenue subways and would cross under the Harlem River just north of East 150th Street, passing through the Municipal Terminal Market site, at which a station could be located, coming into Mott Avenue at about East 153rd Street and proceeding north under Mott Avenue and the Grand Concourse to Mosholu Parkway, with a possible extension along Jerome Avenue, underneath Woodlawn Cemetery, and thence along Katonah Avenue to the City line.

ROUTE NO. 3:—

This line provides for connecting up the existing Second and Third Avenue "L" lines with a subway

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originating in the vicinity of Willis Avenue and East 133rd Street and running along East 133rd Street and the Southern Boulevard to 138th Street, where it would connect with the existing Southern Boulevard—Westchester Avenue—Pelham Bay Park extension of the Lexington Avenue subway.

Another branch that might be utilized is one originating in the vicinity of Leggett Avenue and Southern Boulevard, running through Leggett and Randall Avenues to Throgg's Neck Boulevard, in the Throgg's Neck section of The Bronx, and thence along Throgg's Neck Boulevard to Pelham Bay Park.

ROUTE NO. 4:—

This route is our idea of a Bronx extension of the proposed First Avenue subway. The First Avenue line would come under the Harlem River and Bronx Kills to St. Ann's Avenue and would proceed along St. Ann's Avenue to Third Avenue, along Third Avenue to Boston Road, along Boston Road to Southern Boulevard, and thence along Southern Boulevard to Fordham Road.

ROUTE NO. 5:—

This is a proposed extension of the Broadway branch of the Lenox Avenue subway along upper

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President.

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Broadway to the Yonkers city line.

ROUTE NO. 6:—

This line is a proposed branch of the White Plains Road extension of the Lenox Avenue subway which would originate at the junction of White Plains Road and the Boston Post Road, running along the Boston Post Road from that junction point to the Hutchinson River (Eastchester Creek).

In the opinion of The Bronx Board of Trade, these proposed new lines and extensions of existing lines will serve to supply the rapid transit facilities of which The Bronx is in immediate need.

(It might be noted that, in the recommendation relative to new transit lines recently made public by the Board of Transportation, the proposed Concourse Line would tap that thoroughfare just north of 161st Street. We believe the 153rd Street point suggested by us would serve this area better.)

THE BUS SITUATION

The situation with regard to bus franchises in the Greater City at the present time can be briefly stated as follows:

1. The City administration is inclined in favor of the four bills introduced by Comptroller Craig into the Municipal Assembly, the purpose of which is to empower the City to establish and operate Municipal bus lines, and, in order to test the legality of this action, will establish several Municipal routes.

2. In order that new routes may be operated without litigation and delays that will fall to the lot of Municipal lines, short-term franchises are to be granted to private operators to operate lines in such sections as the Board of Transportation reports to be most in need of immediate transportation service.

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Address all Communications to
 THE BRONX BOARD OF TRADE
 137th Street and Third Avenue, The Bronx

In Memoriam

JAMES I. CAMPBELL
 Died November 2nd, 1924

JOHN J. TOMICH
 Died December 7th, 1924

BRIAN G. HUGHES
 Died December 8th, 1924

BRIAN G. HUGHES

Brian G. Hughes, President of the Dollar Savings Bank of The Bronx, and former paper box manufacturer, passed away early on Monday, December 8th, at his country home "Brightside", near Monroe, N. Y., in his seventy-fifth year. Death was from natural causes.

Mr. Hughes was, without doubt, better known as a practical joker than as a powerful figure in the financial world. The world will laugh for many years to come at the recital of the hoaxes he perpetrated, all of them planned and carried out with an eye to detail that marks the master hand. The world has and has had many men delighting in spreading gloom—it never has had and never can have too many men who can make it smile—the world, for that reason alone, is sadly bereaved by the loss of Mr. Hughes.

He smiled his way through life—he must have passed to his reward with a smile on his lips.

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**TO LET CONTRACT SOON FOR
 MUNICIPAL HOSPITAL**

According to a recent announcement made by Hon. Bird S. Coler, Commissioner, Department of Public Welfare, the plans and specifications for The Bronx Municipal Hospital, a general hospital, to be erected on the plot bounded by 167th and 168th streets, Gerard and Walton Avenues, have been completed, and the Department is ready to invite contractors to bid on the construction work.

It is expected that the bids will be ready for the final approval of the Board of Estimate early in January, and that the actual construction work will be under way on or before February 1st next. The structure will be the "last word" in hospitals, a credit to the Borough, the City, and the Country.

The chief feature of the hospital will be its out-patient department. This dispensary will admit of the treatment of 200,000 patients annually and will insure, to a large extent, against congestion in the dormitories in the main building.

The hospital will consist of four separate buildings: the main building, the nurses' training school and home, a dormitory for employes, and a power-house and laundry.

The architecture of the main building is Italian Renaissance. It will be nine stories in height, with a projecting wing six stories high and provision for adding three stories when needed. The entrance will be on 168th street. On the Walton Avenue side will be another wing one story in height which will be occupied by the out-patient department.

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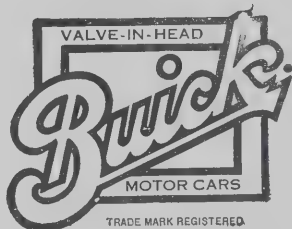
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BEAR MOUNTAIN BRIDGE WILL SAVE MOTORIST'S TIME

The Bear Mountain Bridge, crossing the Hudson River from Peekskill to Bear Mountain, a most imposing span, the only bridge for vehicular traffic south of Albany, was opened for public use on the morning of November 27th, Thanksgiving Day, following fitting dedicatory exercises on the 26th, in which many prominent personages participated.

Executive Secretary Charles E. Reid was a guest at the dedication, officially representing The Bronx Board of Trade.

Normally the bridge will be open for traffic twenty-four hours every day in the year, and will supply a much needed artery for the movement of traffic to and from New England and will make it possible for the many thousands of motorists to move in and out of New York City to points in Western New York, upper Jersey and Pennsylvania, without experiencing delays in crossing the Hudson.

The bridge is located approximately three and one-half miles north of Peekskill and about fifteen miles south of Newburgh, the actual crossing being between Anthony's Nose on the east side and Fort Montgomery on the west side.

Work on the bridge began in April 1923 and it was completed in twenty months. It was designed by Howard C. Baird and he and Winslow F. Smith were the engineers. Terry & Tench were the builders. The span is 1,632 feet long. When designed this was the longest suspended span in the world, but it will

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be exceeded by about 120 feet when the new Philadelphia-Camden bridge is opened. The total length is 2,257 feet, a little more than half a mile. The bridge roadway is 155 feet above the Hudson River. The width of the roadway is 38 feet, sufficient to permit the passage of two lines of automobiles in each direction simultaneously, and outside of the roadway on either side of the bridge, are two five-foot sidewalks.

The tolls at present in effect are: Pedestrians, 10 cents; Pleasure Vehicles, 75 cents, regardless of size, (which includes the driver), and 10 cents for each additional occupant; Commercial Vehicles, \$1.00 to \$1.75, according to the size.

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One of the most interesting developments in the sporting world during the past year has been the growth of interest in this country in soccer football. The Bronx can well lay claim to being the home of soccer football in New York, as the two teams that represent New York in the premier League of the country, the American Soccer League, both have their home in The Bronx. These two teams are that of the Indiana Flooring Co. whose headquarters are at 234 Rider Avenue, The Bronx, and the New York Giants, a professional organization.

The Indiana Flooring Co. has had a rather interesting connection with soccer, and the team representing this organization is one of the best known in the country today. Casting about a couple of years ago for something by which to bind its organization closer together, and to provide healthful recreation for its employees, the Company hit on soccer as a coming game, and as the game with the most universal appeal. It might be noted that soccer is played in almost every country in the world and to those from European countries has an especial appeal.

During the season of 1923-1924, the Indiana Flooring Co., entered a team of its employees in the New York State League, and in its initial season in the game achieved marked success, the team winning the championship of that League without difficulty, and afterwards winning the La Sultana cup competition. The success of the team was such that when early during the present season application was made for a franchise in the American Soccer League, it was

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received with open arms. The American Soccer League contains the cream of the soccer world of America.

The season is now well under way, and the Indiana Flooring team has been right in the race from the start and is numbered as one of the strongest outfits in the organization.

The home games of the Indianas are played at the Indiana - New York Oval, 150th Street and River Avenue, and each week-end sees the attendance growing and the interest in the team and the game greater.

BRIDGING THE BRONX RIVER

The attention of The Bronx Board of Trade has been called to the necessity of taking steps to construct the bridges which are projected to cross the Bronx River at various points East of Westchester Avenue, in particular at Ludlow Avenue and Randall Avenue.

The Board will take steps to expedite the construction of these projected bridges at the earliest possible time, as they will provide additional means for crossing the Bronx River, and serve to foster the development of the eastern section of The Bronx.

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Tuberculosis each year still causes more deaths among men and women of working age than any other single disease. It can be prevented, and, if taken in time, cured.

The Bronx Tuberculosis Committee, of which Dr. Charles J. Goeller is Chairman, is asking the business men of The Bronx to help still further, in reducing the number of deaths from this wasteful disease.

Will YOU help by asking the advice of the Committee concerning any case of tuberculosis of which you may know? Also by buying Christmas Seals?

The number of Bronx people the Committee can help during 1925 depends on the number of seals sold before December 25th.

The Bronx Tuberculosis Committee maintains a Clinic at Fordham Hospital for tuberculosis patients, a Health Information Service at its office, 448 East Tremont Avenue, and social service for patients who are suffering from tuberculosis or have other health problems.

It makes available to any group in the community, free of charge, trained lecturers on health subjects, moving pictures, stressing the importance of health examinations annually, good food, exercise, and rest.

It distributes literature, posters and charts, and in every way possible attempts to give information to the people of The Bronx on methods of preventing disease and developing better health standards.



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BOARD'S THANKSGIVING LUNCHEON A SPLENDID SUCCESS

The annual Thanksgiving Luncheon of The Bronx Board of Trade, held Thursday, November 20, at the Concourse Plaza Hotel, was a splendid success, the attendance being the second largest, at a similar affair, in the history of the Board. President John M. Haffen was Toastmaster.

Close to four hundred members of the Board and their friends, including representative delegations from the Rotary Club, Lions' Club, Hub Merchants' Association, and Mott Haven Business Men's Association gathered together at the festive occasion, and enjoyed one of the finest luncheons ever held by us, anywhere. The management of the hotel did itself proud.

The music for the occasion was furnished by Walter Walsh's Orchestra, and was much enjoyed, as was also a group of songs rendered by Miss Grace Demms, Aeolian Company Concert Artist.

The guests of the occasion included Borough President Henry Bruckner; Congressman Anthony Griffin; Rev. Wm. H. Kephart, D.D., who gave the Invocation; Mgr. Joseph F. Rummel; Rev. Wm. J. Duane, S.J., President of Fordham University; Hon. Arthur S. Somers, President of the Brooklyn Chamber of Commerce; Very Rev. Mgr. John L. Belford, D.D., Rector of the R. C. Church of the Nativity, Brooklyn, the guest of honor; District Attorney John E. McGeehan; Rev. Julius J. Price; and Congressman Frank Oliver. Also seated at the head-table were former President James Brackenridge; former President Albert Goldman, Chairman of the Luncheon Committee; and Executive Secretary Charles E. Reid.

President John M. Haffen in his Thanksgiving address, made reference to the large gathering, and expressed his hope that all present would find the occasion a memorable one.

He then asked his hearers to disregard, for the moment, the things for which they as individuals were or ought to be thankful, and to permit him to dwell for a short time on some of the things for which The Bronx, of which The Bronx Board of Trade is the representative civic-commercial organization, has reason to be thankful.

President Haffen introduced to the gathering the guest of honor of the day, the Very Rev. Mgr. John L. Belford, D.D., who delivered "A Thanksgiving Message" that was a veritable masterpiece of oratory.

Referring to Mr. Haffen's topic, he said that we should not only be thankful for the material things



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of life, but for all the blessings, material, spiritual and intellectual, that we enjoy.

Our thanks, he said, are due to all members of society—for everything that happens—those we see and those we don't see, for all are contributing to make America great.

He then developed the fact that we owe a debt of great gratitude to the mothers of America, and to the teachers, who have moulded our characters.

Mgr. Belford's message concluded with the following thoughts, that should make a deep impression on all who read them, just as they did on those who heard them: "God made man to serve—to help one another—to make all things better. Thank God for all his blessings, and let us all work together for the advancement of the Community."

At the close of the luncheon, there was a drawing for turkeys, geese, and chickens, nine in all, with the following as the lucky winners: Hon. Douglas Mathewson, Dr. John A. Kirkland, Charles P. Ranges, John A. Steinmetz, Gus. Felbach, John Wynne, Ira Washburn, Wm. O'Flaherty, and Wm. Maeder.

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SOME NEW MEMBERS OF THE BRONX BOARD OF TRADE

The following names have been added to the membership roll of The Bronx Board of Trade since the publication of our Membership Directory, "Who's Who in Business in The Bronx":

Adams Express Armored Car Co. (W. R. Huntington), 76 Beaver Street. Transportation.
The Bronx Coffee Pot (Barnet Goldman), 2551 Third Avenue. Restaurant.
Blancato, Virgilio, 1218 Oak Point Ave. Cast Stone.
Beard, Curtis J., 231 West 125th Street. Empire City Savings Bank.
Beckwith, Charles D., Inc. (Charles D. Beckwith), Seneca Avenue and Bronx River. Asphalt Paving.
Bowman & Larabee, Inc. (Roy G. Bowman), 1160 Randall Avenue. Trucking.
Corn Exchange Bank (M. B. T. Walling), 170th Street and Jerome Avenue. Banking.
Corn Exchange Bank (L. L. Kelsey), 66 East Kingsbridge Road. Banking.
De Nigris Bros., Inc., 429 Barretto Street. Granite Dealers.
DeRose & Cavalieri, 370 East 149th Street. Architects.
De Zutter, M. L., 161st Street and Grand Concourse. Manager, Concourse Plaza Hotel.
Elkan, Herman M., Southern Boulevard and Leggett Avenue. Bonded Public Accountant.
Eichhorn, Louis, 1847 Webster Avenue. Lunch Room.
Empire Architectural Iron Works, Inc., 530 Truxton Street. Iron Work for Buildings.

Finkenberg, A., & Sons (Israel Finkenberg), 2279 Third Avenue. Retail Furniture.
Friedman, Charles, & Co., Inc. (Chas. Friedman), 1428 Longfellow Avenue. Mfg. Embroideries.
Froehlich, Jacob, Cabinet Works, Inc. (Jacob Froehlich), 1041 Leggett Avenue. Architectural Woodwork.
Finnerty Bros. (Wm. M. Finnerty), 64 W. Fordham Road. Butchers.
Geiler, F. W., Inc. (Ferdinand W. Geiler), 2340 Eighth Avenue. Wholesale Paints and Wallpaper.
Grand Iron Works Inc. (Emil Alpern), 527 Tiffany Street. Structural and Ornamental Iron.
Hamilton National Bank (R. B. Reycraft), 96 East 170th Street. Banking.
Hof Brau Haus (M. J. Dunn), 534 Willis Avenue. Restaurant.
Haines, W. P., & Co. (Chas. T. Carter), 111 East 138th Street. Mfrs. Pianos.
Hobson, William, 181st Street and Jerome Avenue. Fordham Storage Warehouse.
Howard Stowers Co., Inc., 132nd Street and Brown Place. Mfrs. Pianos.
Katz, Morris, Tiffany Street and Randall Ave. Real Estate.
Kaylin, Alexander, 118 East 13th Street. Business Writer.
Master Rule Co. (C. M. Nicholson), 815 East 136th Street. Mfrs. Rules.
Morgan, Joseph G., 461 Eighth Avenue. Sales Service.
Magnus Electric Co., Inc. (Max Magnus Manheim), 787 East 138th Street. Mfrs. of Electric Wiring Devices.
Miles, Dudley H., Matilda Ave., near 240th Street. Teacher.

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Cedar Street. Investment Securities.

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2157 Prospect Ave. Mfrs. Automobile Fabric
Supplies.

Public National Bank of N.Y., (Isidore Finkel), 180th
Street and Crotona Parkway. Banking.

Public National Bank of N.Y., (Jacob Kabak), Pros-
pect Ave. and 163rd Street. Banking.

Public National Bank of N.Y., (Joseph Levine),
Willis Ave. and 138th Street. Banking.

Paterson Bridge Co. (H. J. Young), 620 Truxton St.
Fabricators and Erectors of Structural Steel.

Radio Corp. of America (Dr. A. N. Goldsmith), 70
Van Cortlandt Park So. Radio.

Reilly, Frederick J., 2424 Jerome Avenue. Public
School Principal.

Rueppel, Edwin G., 252 West 64th Street. Salesman-
Mack Trucks.

Russian & Turkish Baths of Bronx Co., Inc. (Maxwell
B. Berk), 915 Westchester Ave.

Schreier, Henry, 1181 Worthen Street. Lumber.
Scharf & Geist, 1540 Broadway. Certified Public
Accountants.

Starck, William L., 1645 Holland Avenue. Coal Dealer.
Steen, Walter H., 613 Coster Street. Real Estate.

Taylor-Fichter Co., Inc. (William J. Fichter), 130
West 42nd Street. Steel Contractors.

Tobias, Joseph J., 1749 University Avenue. Auto
Supplies.

United Auto Wrecking Co., Inc. (Harry Rosenberg),
850 East 149th Street. Auto Parts.

Wartell, Isaac, 489 East Tremont Avenue. Jeweler.
Webb Institute of Naval Architecture (G. P. Taylor),
188th Street and Sedgwick Avenue.

BRONX BORO

JAN 26 1925

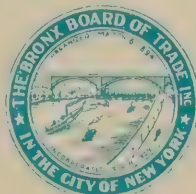
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Lazarnick Photo

*Scenic Setting of Silver Jubilee Auto Show, Industry's Supreme Event,
at Big Bronx Armory, January 2-10, 1925.*

Vol. II — No. 7



JANUARY, 1925

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BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

JANUARY, 1925

NUMBER 7

Work Ahead of Our Board in 1925

BY MR. JOHN M. HAFFEN

President, The Bronx Board of Trade



FIRST, and foremost, we must do every thing in our power to secure a Central Post Office for The Bronx. We must do whatever we can to further the project at the present Short

Session of Congress, or at the Session which starts March 4th next. The attitudes of National Administrations during the past dozen years have worked a severe hardship on our fast-growing Borough, by denying it proper facilities for handling its incoming and outgoing mail. We have made out a strong case at Washington, and feel optimistic concerning 1925 as it may affect our Post Office situation.

Closely related to the Post Office is the proposed new "Bronx" Station of the New York Central Lines, to be erected on a site adjoining the Post Office site, at 149th Street and Mott Avenue.

A few months ago, a high official of the New York, New Haven and Hartford Railroad publicly voiced his opinion that the suburban railroads operating into the Grand Central Terminal, need a new terminal north of the Harlem River, while more recently the Westchester County Transit Commission made public the project which it has drawn up for a new term-

inal for the aforesaid suburban lines at 149th Street, The Bronx.

We have laid before the Municipal Board of Transportation suggestions as to new rapid transit lines to serve our Borough. We must follow up this proposition, so as to secure the adoption of the routes we have suggested, or other equally satisfactory routes, so that they may be authorized for early construction.

Also, as work on our Municipal Terminal Market progresses, we must endeavor to secure the construction of a Marginal Railway or Industrial Belt Line along the shore of the Harlem River, so as to make this Market accessible to all of our railroads.

Other matters on which we should continue our activities in 1925 are the further development of The Bronx as a seaport by the early improvement of the Harlem River, The Bronx Kills, Bronx River, and Westchester Creek; provision for additional dock and terminal facilities along our waterfront; improved traffic regulations on our more important streets; increased lighting facilities for our principal business streets; and provision for an adequate system of bus transportation to serve the sections of our community now without adequate, or any, transportation facilities.

I anticipate the strongest possible co-operation of the membership of our Board in the promotion of its work along the lines I have suggested. If we all work together in 1925 as we have in 1924, we shall accomplish great things for our Borough and for our Board.

Leading Activities of The Bronx Board of Trade During the Year 1924.

1. The Board kept closely in touch with the progress on the preparation of the plans for the new BRONX MUNICIPAL HOSPITAL, East 167th and 168th Streets, Gerard to Walton Avenues, in order to offset unnecessary delays.

2. Through the Special Committee on GRAND CONCOURSE, the Board continued to foster the development of that magnificent thoroughfare. The new lighting system which it advocated has been installed; it succeeded in advancing the project for the development of the City-owned land at the Southern end, under the jurisdiction of the Park Department; and also assisted in securing approval of the Borough President's project for carrying the centre roadway under Fordham Road as a transverse road, now under construction.

3. As it had been one of the leading organizations responsible for the building of the RICE MEMORIAL STADIUM AND PLAYFIELD in The Bronx, the Board kept closely in touch with the progress on the project in order that it might be completed at the earliest possible moment. It will be ready for public use next summer.

4. The Board continued to keep in close contact with the City Administration relative to the construction of the \$7,500,000.00 BRONX MUNICIPAL TERMINAL MARKET, the foundations for which were completed during the Spring months. The first building on the Market site is now under construction. As the construction of this Market proceeds, The Board will push its activities for the construction of an industrial belt line or marginal railway to serve it.

5. As much progress as was possible was made in the matter of securing a Federal building in The Bronx, to house THE BRONX POST OFFICE and other Federal Offices, to be constructed on the Government-owned site at 149th Street and Mott Avenue.

6. The Board continued to keep in contact with the New York Central Railroad Company relative to the proposed "BRONX" STATION, at 149th Street and Mott Avenue, and did everything in its power to expedite this project.

7. The Board is pleased to report that the detailed plans for remodeling HIGH BRIDGE, so as to eliminate the piers which now obstruct the channel of

the Harlem River, have been prepared by the Municipal Department of Plant and Structures, which will supervise the work, and have been submitted to the Board of Estimate for approval. The work of clearing the property formerly occupied by the Johnson Iron Works, at SPUYTEN DUYVIL, in order to permit of the dredging of the new channel at that point, has been completed.

8. Work is advancing rapidly on the channel improvement in THE BRONX RIVER between Westchester Avenue and the East River, and the Board is now bending its activities that, as soon as possible, dredging may be started on the new channel between Westchester Avenue and East Tremont Avenue.

9. It kept a watchful eye on the service being given on all of the TRANSIT LINES in The Bronx, subway, elevated and surface, and made several recommendations for IMPROVED SERVICE on various lines which were found acceptable by the operating companies. Also aided in securing temporary bus service on the Grand Concourse.

10. Through a special committee, the Board made a study of NEW RAPID TRANSIT LINES to serve The Bronx, and made its recommendations thereon to the Municipal Board of Transportation.

11. Through a special committee, the Board made recommendations to the Police Traffic Bureau relative to improved methods of HANDLING TRAFFIC at various points in The Bronx. Studies of traffic congestion at other points continue.

12. So far as possible, the Board continued to urge Bronx people to "BUY IN THE BRONX".

13. Repairs were made to various streets and ADDITIONAL LIGHTS were installed in various sections of The Bronx on the recommendation of The Board.

14. A new SIGNBOARD, 30 feet by 12 feet in size, was erected at 149th Street and Park Avenue, inside the right of way of the New York Central Lines, facing the main line tracks, enumerating the advantages offered to residents, business men and manufacturers of this community of a million population.

15. It continued to keep in touch with and to co-operate with the various ORGANIZATIONS OF BUSINESS MEN formed for the purpose of advancing the interests of particular sections of The Bronx.

Big National Automobile Show to Remain Bronx Fixture

The outstanding success of the 1924 National Automobile Show, and the 1925 Silver Jubilee Show, held from January 2nd to 10th at the immense 258th Field Artillery Armory, Jerome Avenue and Kingsbridge Road, will result in this big attraction remaining a Bronx fixture for 1926 and for some few years to come, according to information gleaned from the Auto Show management by The Bronx Board of Trade. The dates of the 1926 Show will probably be from January 8th to 16th, inclusive.

The national advertising that will accrue to The Bronx because of the New York Auto Show being held here is a welcome impetus to the community-advertising activities constantly and consistently being carried on by the Board of Trade, which has been and is a strong factor in increasing the Borough's population, civic, industrial and commercial resources.

The 1924 Auto Show, when, for the first time all of the exhibits were on the same floor, was hailed far and wide as a spectacle, but the 1925 Silver Jubilee Show proved an even greater spectacle, the layout and decorative scheme providing the richest and most magnificent setting for the cars and accessories that has yet been devised. It is hard to conceive how any improvements can be conjured up for the 1926 Show.

The dominant feature of the Show was the Silver Jubilee Tower, seventy-five feet in height, in the center of the exhibition floor, with its multi-colored flood lights playing on the exhibits.

With this magnificent tower as a nucleus, there was devised a decorative setting for the Show that eclipsed anything of the kind ever before attempted, combining the surroundings of a Roman feast with a tinge of Orientalism in the hangings. Gold and purple were the contrasting colors against the flash and glitter of silver.

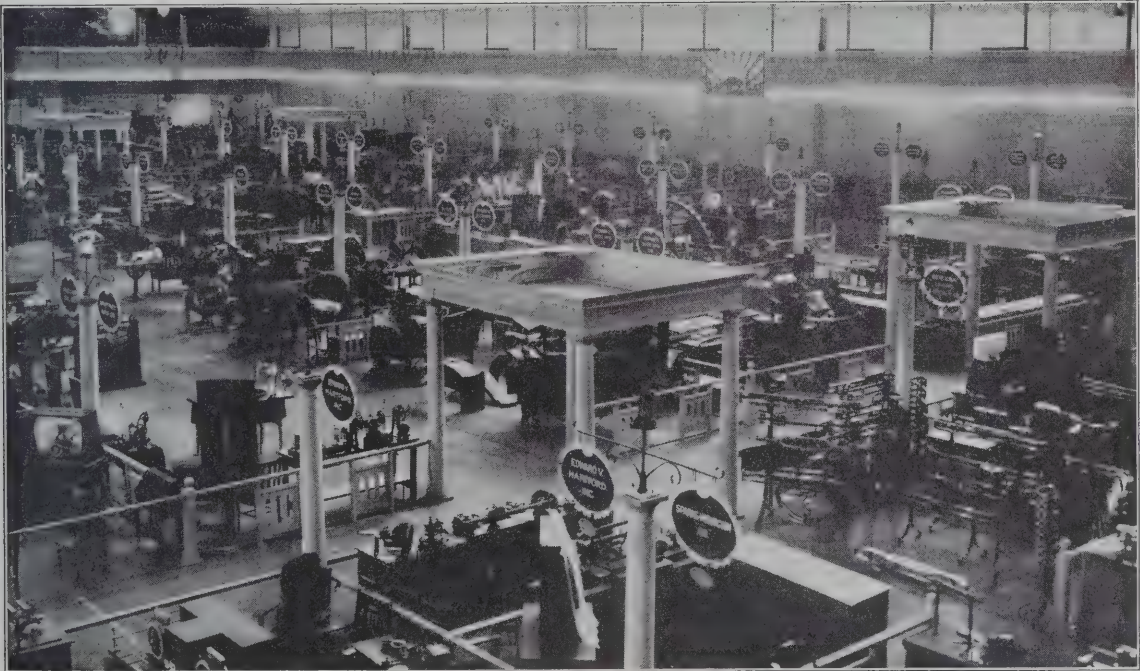
The entire ceiling of the Armory, more than four acres in extent was covered with tens of thousands of yards of expensive silks. 500,000 square feet of material was hung in the form of 65 huge panels. In the centre of each panel was a huge medallion depicting the "Flying Goddess" encircling the earth.

The Silver Jubilee Tower was not only the outstanding spectacle of the 1925 Automobile Show, but was also the musical and speaking centre of the display. A concealed music chamber housed the orchestra. It embodied also a disappearing rostrum.

Miniature towers distributed over the exhibition floor bore the names of the various exhibits, the richest and most pretentious in the history of the industry. The accessories exhibits also were of a most diverse and pretentious nature.

The cars on exhibition included the latest models of the following makes:

Ambassador, Apperson, Auburn, Buick, Cadillac, Case, Chandler, Chevrolet, Chrysler, Cleveland, Cole, Davis, Dodge, DuPont, Durant, Elcar, Essex, Flint, Franklin, Gardner, Gray, Haynes, Hudson, Hupmobile, Jewett, Jordan, Kissel, Lexington, Lincoln,



Accessory Exhibits at Silver Jubilee Auto Show

Lazarnick Photo

McFarlan, Marmon, Maxwell, Mercer, Moon, Nash, Oakland, Oldsmobile, Overland, Packard, Paige, Peerless, Pierce-Arrow, Reo, Rickenbacker, Rollin, Star, Stanley, Stearns, Studebaker, Stutz, Velie, Westcott, Wills St. Claire, and Willys-Knight.

The Taxicabs exhibited included Yellow Cab, Checker, H. C. S., Reo, and Premier.

S. A. Miles, Manager of the National Automobile Shows of New York and Chicago, entered the automobile industry literally on a bicycle.

He has been a newspaper editor, sportsman and judge, and was the organizer of "Referee," a sporting publication which later grew into "Motor Age," one of the leading motor magazines of the world.

It was through the effort of Mr. Miles that the National Automobile Show was brought to The Bronx twice in succession, as he readily recognized the adaptability of the huge Bronx Armory for the events.

In closing, it must also be recorded that the co-operation of the Automobile Dealers' Association of The Bronx also was a potent factor for the success of the two Automobile Shows in The Bronx.

TRANSIT COMMISSION HEARING ON "HUB" STATION CONGESTION

On the afternoon of Thursday, January 15th, at the rooms of the Transit Commission, 270 Madison Avenue, near 39th Street, pursuant to the request of Borough President Henry Bruckner, a public hearing will be held relative to the handling of Subway and "L" passengers at 149th Street and Third Avenue, the "hub" of The Bronx.

An attempt will be made at this hearing to find a solution for the congestion of the subway and "L" station platforms that now exists, and every Bronx-ite who is interested in transit conditions in the Borough should make arrangements to be present.

The Bronx Board of Trade, which has always taken a leading part in transit matters in The Bronx, and whose committee-men are in part responsible for the present temporary stair and platform structures of the "L" at this point, will be represented at the hearing by a strong delegation, which will include President John M. Haffen; and Vice President Alexander Haring, Chairman of the Traffic and Waterways Bureau; Executive Secretary Charles E. Reid, and others.

The cost of any structural changes, in fact, the cost of all changes made in carrying out any accepted plan for relief, will have to be borne by the City. Mayor Hylan has assured Borough President Bruckner that the financing will be arranged as soon as a plan of relief is approved.

BIG MEETING TO DISCUSS BOROUGH'S PROBLEMS

Members of The Bronx Board of Trade will in the course of the next few days receive official notification of an important mass meeting on Bronx Problems, under the auspices of the Committee on Regional Plan of New York and its Environs and The Bronx Board of Trade.

As this edition of "BRONXBORO" goes to press, the details of the meeting are being arranged. It will be held in the auditorium of MORRIS HIGH SCHOOL, 166th Street and Boston Road, on the evening of January 30th.

1924 ANOTHER RECORD BREAKING YEAR IN BRONX BUILDING COSTS

Advance predictions by The Bronx Board of Trade that 1924 would be another record-breaking year in the amounts involved in building operations, new buildings and alterations, were verified by the recent official announcement made by Hon. Patrick J. Reville, Superintendent, Bureau of Buildings, Borough of The Bronx, that in the past year plans were filed for 6,512 new buildings, with estimated costs placed at \$127,979,631, and miscellaneous alterations with approximately \$5,000,000 set as the estimated costs, or a grand total of approximately \$132,900,000.

This grand total is approximately \$4,500,000 in excess of the amounts involved in building operations in 1923, the previous record year. Indications are that only the Borough of Brooklyn and the City of Los Angeles had higher building figures for 1924 than The Bronx, giving this Borough third place among the cities of the Nation as a building center. And this, in spite of the fact that those who filed plans for dwellings after April 1st, will not have the benefit of tax-exemption for their structures when completed.

All of which leads Superintendent Reville to believe that 1925 will witness building activity that will surpass that in 1924, creating another new record.

For purposes of comparison, we herewith review the buildings figures from 1920 to date:

In 1921, plans were filed for 3,529 new buildings, with estimated costs of \$72,150,739, and 4,308 alterations with estimated costs of \$3,517,157, a grand total of \$75,667,896.

In 1922, plans were filed for new buildings and alterations with a grand total of estimated costs placed at \$111,625,068.

In 1923 plans were filed for 5,472 new buildings, with estimated costs of \$122,731,203, and 5,122 alterations, with estimated costs of \$5,696,374, a grand total of \$128,427,577.

BIG BUILDING PROJECTS

Logan Billingsley has acquired three block fronts on Cromwell and River Avenues, and McClellan Street, near the 167th Street Station of the Jerome Avenue Subway and "L" extension, a plot of thirty-seven lots in extent, on which he will build extensively.

At Cromwell Avenue and McClellan Street he is arranging to build what will probably be the largest nine-story elevator apartment in the world. It will house upwards of 150 families and will cover a base area of 100x254 feet. The structure will cost in the neighborhood of \$1,200,000.

Vincent Astor is building a six-story apartment at 171st Street and the Grand Boulevard and Concourse, that will be in many ways a complete departure from the generally accepted type construction in The Bronx, in the first place because of the small proportion of the lot which is used and in the second because it is the first six-story walk-up apartment of fireproof construction throughout.

It was the desire of the owner to build an apartment house which would be so comfortable, so light and sunny and so safe in construction that his tenants would have something superior to that which could be obtained in other apartments in the city at approximately the same rental thus performing a certain public service as well as assuring himself the highest class of tenant and permanent occupancy.

Bronx Concerns' Exhibits Draw Crowds at Motor Boat Show



Rosenfeld Photo

JOHN J. AMORY, President
Consolidated Shipbuilding Corp.

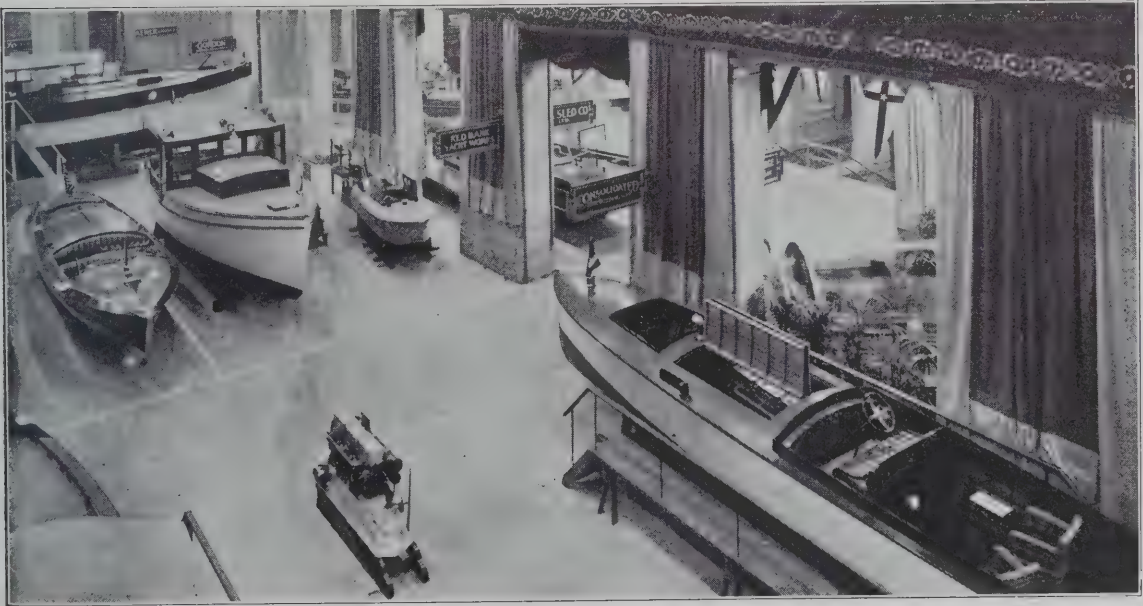
At the Twentieth Annual Motor Boat Show, at the Grand Central Palace, January 2nd to 10th, the exhibits of Bronx concerns attracted much attention. The exhibit of the Consolidated Shipbuilding Corporation, of Morris Heights, The Bronx, was one of the chief centres of interest for those who visited the show.

Visitors were especially interested in the new Playboat which the concern is now featuring. This boat is only 34 feet long, but is said to be the fastest cruiser of her size and power afloat. It is a very popular boat for Florida waters, where it is much in demand for fishing. The Playboat makes about 24 miles an hour at her best speed, equipped with Speedway engines of 189-horsepower. The display of the Speedway engines, also made by the Consolidated Shipbuilding Corporation, also was an interesting one.

Mr. John J. Amory, President of the Consolidated Shipbuilding Corporation, is a former Vice-President and Director of The Bronx Board of Trade, and one of its strongest supporters today.

The New York Yacht and Engine Co., also of Morris Heights, of which Mr. J. A. Nickelson is President, also had an interesting exhibit of their "Twentieth Century Motor", a 6-cylinder product that has achieved considerable fame in the yachting world.

The Dawn Boat and Shipbuilding Co., of Clason Point, contented themselves with a booth, at which were blueprints and photographs of their products.



Levick Photo

Part of the Motor Boat and Engine Displays at the 1925 Motor Boat Show
—Consolidated Shipbuilding Corporation's Exhibit in the Foreground

One of the orders booked by the Clason Point concern during the show was for a forty-foot bridge-deck cruiser.

Probably the boat which attracted the most attention and around which visitors crowded in the greatest numbers was "Baby Bootlegger" the noted speed boat owned by Caleb Bragg of the Columbia Yacht Club of this city which, driven by her owner, captured the Gold Cup, blue ribbon trophy of speed boat racing at Detroit last August. "Baby Bootlegger" was included in the exhibit of the Wright Aeronautical Corporation of Paterson, N. J., which built the engines for the speed boat, which is a Bronx product. "Baby Bootlegger" which was built by Henry B. Nevins of City Island for Mr. Bragg, is powered with a Wright 240 horsepower engine, which, due to its performance in the big race, has been designated by the Wright Company as the Gold Cup engine. "Baby Bootlegger" maintained a speed of 45.3 miles per hour for the three thirty-mile heats of the Gold Cup race.

Although the general layout of the show was similar to that of last year, with the larger cruisers and speed boats and the principal engine exhibits on the main floor, there were additional features which made the show one of the most comprehensive ever held.

The decorations on the main floor and on the mezzanine, where most of the motor boat accessories were displayed, were colorful, with blue drapings between the pillars on the main floor and a crimson border above, and with strings of yacht club pennants and signal flags used in the color scheme on both floors.

BRONX EPISCOPAL CHURCHES ORGANIZED FOR CATHEDRAL COMPLETION CAMPAIGN

The twenty-one Episcopal churches of The Bronx have been organized as a unit for the intensive canvass to complete the Cathedral of St. John the Divine, which will be held from January 18th to 29th. Committees have been formed in every parish, and each will send delegations to the mass meeting at Madison Square Garden on Sunday evening, January 18th, when the intensive period will be formally opened.

The Cathedral of St. John the Divine already represents more than thirty years' effort on the part of Episcopalians of the New York City diocese. The site is one of the most commanding in the city, being unusually suitable for a House of God. It is on the southern portion of the eminence on which the Battle of Harlem Heights was fought in 1776.

The cornerstone was laid in 1892. The parts thus far completed are the Crypt, Choir, seven Chapels of Tongues, Crossing, and the foundation for the Nave. The total cost of these has been about \$5,000,000.

Bishop William T. Manning recently announced that the building of the Nave will begin this Spring. Between \$5,000,000 and \$6,000,000 will be needed for this portion of the Cathedral alone. About \$15,000,000 will be required to finish the edifice and the work will last from eight to ten years. A Committee



Cathedral of St. John the Divine, as it will Appear When Fully Completed

for completing the Cathedral of St. John the Divine has been organized, with Franklin D. Roosevelt as Chairman. Headquarters have been established in the old Synod House at 110th Street and Amsterdam Avenue.

Wallace W. Thom, of 449 East 149th Street, is District Chairman for The Bronx. He will be in charge of the campaign in this Borough during the intensive canvass. Parish Chairmen for The Bronx are: Church of the Advocate, 181st Street and Washington Avenue, Frederic H. Werring; Chapel of the Atonement, Beach Avenue and 175th Street, Henry N. Hewitt; Emanuel Church, 155th Street and Courtlandt Avenue, F. J. Dick; Church of Good Shepherd, Matilda Avenue and 238th Street, Fred H. Adams; Grace Church, Vyse Avenue and 177th Street (West Farms), Edward Stark; Church of the Holy Nativity, Bainbridge Avenue and 204th Street, William H. Erskine; Church of the Mediator, Kingsbridge Avenue and 231st St., Malcom D. Simpson; St. Alban's Church, Ogden Ave. and 163rd St., Fr. H. Rainford; St. Ann's Church, St. Ann's Ave. and 140th St., George H. Knapp; St. David's Church, 384 East 160th St., Samuel T. Mayers; St. Edmund's Church, Morris Ave. and 177th St., Carl R. Gier; St. James' Church, Jerome Ave. and 190th St., John C. Hume; St. Margaret's Church, 940 East 156th St., Michael A. Dillon; St. Martha's Church, 1858 Hunt Ave., William Tabell; St. Mary's Church, Alexander Ave. and East 142nd St., James W. Harte; St. Mary's Mission, Wakefield, Rev. Lorenzo di Sano; St. Paul's Church, 1446 Washington Ave., Rev. H. F. Taylor; St. Peter's Church, 2244 Westchester Ave., Dr. John E. Virden; St. Simeon's Church, Grand Concourse and 165th St., George Borst; St. Stephen's Church, Vireo Ave. and 238th St., William Hauck; Trinity Church, Boston Road and East 166th St., William Stevenson.

YANKEES OPEN SEASON AT BRONX STADIUM AGAINST SENATORS

Tuesday, April 14th—that's the date to remember. Why? Because on that day, in the afternoon, weather conditions permitting, Babe Ruth and his pals on the Yankees will open the season against the world's champion Washington team at the big Bronx Stadium.

If you're going to see that big attraction, make your seat purchase as early as possible, or you'll be out of luck, for indications are that the Stadium will hold a record-breaking crowd at the 1925 season curtain-raiser.

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BRONX SOCCER TEAM HAS BIG GAMES ON TAP

The Indiana Flooring Co., of The Bronx, whose soccer team is going along very nicely in the American Soccer League, is actively promoting what will be the greatest soccer tour ever undertaken by any team.

At the Olympic games, in Paris, last Spring, the world's championship was won by the team representing Uruguay. Immediately the result was announced, the Indiana Flooring Co., made the world's champs an offer to play a series of games in New York.

The result is that arrangements are now practically completed for a grand tour of the Uruguayans to this country this Spring, which has been made possible by the large guarantee made by the Indiana Flooring Co. for games in New York.

The South American team will arrive in New York around March 20th, and will play the first two games in this country with the Indiana Flooring Co., after which the big centres as far west as Chicago will be visited.

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Marceau Photo

John J. Duffy, President, Rotary Club of The Bronx

ROTARIANS PLAY "SANTA" TO BRONX ORPHAN CHILDREN

The "Christmas Daddy" movement, sponsored by the Rotary Club of The Bronx, to provide gifts for the orphan children housed in the various institutions in The Bronx, was a complete success, not one youngster being overlooked.

George Wolf, who played the role of "Christmas Daddy" for 1924, pinch-hitting for George Crowley, the originator of the movement, who was compelled by illness to be absent in Bermuda, so reported at the Rotary Club meeting on December 30th. He also complimented his co-workers for their zeal in the movement.

Following Mr. Wolf's report, the chairmen of the committees made brief reports of their experiences at the various institutions. These Chairmen were: Leo Oesternei, Colored Orphan Asylum; William E. Thompson, St. Joseph's Deaf and Dumb Institute and American Female Guardian Society; Jack Selig, Home for Hebrew Infants; Ernest E. L. Hammer, Catholic Institute for the Blind; George Kindermann, United Odd Fellows Home; Robert D. Ferris, N. Y.

Catholic Protectory; and Dr. Walter Weil, Holy Angels' School.

Mr. Crowley, who returned from the West Indies on Christmas Day, made a brief address in which he paid a warm tribute to the manner in which the individual members had responded to the call to aid the unfortunate children.

BOARD OF TRADE ISSUES NEW GUIDE BOOK OF THE BRONX

The Bronx Board of Trade, 137th Street and Third Avenue, has just published a new edition (1924) of its Booklet: "The Nation's Sixth City", a guide book of the Borough of The Bronx. This booklet is a valuable piece of literature, inasmuch as in it will be found the answer to any important question concerning "New York City's Fastest-Growing Borough."

An interesting section is that which contains a brief but comprehensive history of the Borough. The cover design incorporates a sketch of the Morris High School, on East 166th Street, near Boston Road, one of the distinctly individual buildings in the Borough.

Other interesting chapters in the Booklet are devoted to industrial aspects, Bronx Parks and Parkways, Churches and Synagogues, boundaries of political districts, and a complete list of local public officials for the year 1925.

Any member of The Bronx Board of Trade who has not as yet received his copy of the Booklet by mail should get in touch with Executive Secretary Charles E. Reid at once, by mail or phone.

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Address all Communications to
 THE BRONX BOARD OF TRADE
 137th Street and Third Avenue, The Bronx

In Memoriam

DR. GEORGE M. SOULE
 January 1st, 1925

BOARD MEETS JANUARY 21st

A regular meeting of The Bronx Board of Trade will be held at the Board Rooms, 137th Street and Third Avenue, on Wednesday afternoon, January 21st, at four o'clock.

All members of the Board are urged to make arrangements to be present.

RADIO FANS,—GET THIS

The Cosmopolitan Bank, 803 Prospect Avenue, is distributing a radio "log" that will appeal to "DX" addicts. The call letters and wave lengths of the principal broadcasting stations of the country are printed alphabetically, and ruled spaces are provided for recording dial settings.

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THE BRONX

**TRANSIT OFFICIAL PICTURES THE
 BRONX'S INDUSTRIAL FUTURE**

Major Philip Mathews, Chief Executive Officer of The Transit Commission, is a firm believer that one solution of the City's traffic problem lies in the realization by the city that all of the business and manufacturing interests that lower Manhattan will hold are already there.

"The Bronx is the logical location of a second commercial and manufacturing center in New York City," he said recently "It has railway yards to provide a land gateway to the West for the manufacturing plants that should locate there. It has Long Island Sound, which with a little dredging would provide as good a gateway to international trade as lower New York harbor. It has water on the west for cheap coastwise transportation and for trading by way of the Great Lakes to the West.

"In every other city in the United States we find the manufacturing and large commercial interests moving from the congested districts to the roomy spaces on the outskirts.

"In New York, where we are supposed to have the greatest organizing brains and ability in the country, we find no progress along these lines. We are following the same course we did a century ago—trying to put everything into lower Manhattan.

"Someday we will wake up; and when we do, The Bronx will be as great, if not a greater, commercial and manufacturing center as Manhattan."

Major Mathews points to the removal of the garment industry from one section of lower Manhattan

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to another as evidence that it is not impossible to move other industries.

"The garment industry should have moved to The Bronx, where most of the workers live," he said. "If the industries move closer to the workers instead of making the workers come to them in a concentrated area at the same hour of the morning and go home at the same hour in the evening, we will find instead of a general transit congestion all over the City, a series of transit peaks, such as from the northern City boundary to 125th Street; from 125th Street to 42nd Street; and so on downtown."

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BRONX COUNTY TRUST COMPANY NOW FUNCTIONING

On December 31st, 1924, the 23rd Ward Bank closed its doors as usual at the end of the banking day. On Friday morning, January 2nd, 1925, the same doors were opened for business by the Bronx County Trust Co., the community's first and only local trust company, with main office at 137th Street and Third Avenue, and branches at 2808 Third Avenue and 960 Boston Road.

As a Trust Company, the new institution has the power to act as executor, administrator or trustee of estates, guardian of minor children, underwriter of bond issues and all the other things a trust company is permitted to do under the supervision and regulation of the State Banking Department.

There were also a few changes in titles to conform to the trust company law. Vice-President and Cashier Henry J. Van Cook of the old Twenty-Third Ward Bank is now Vice-President and Secretary of the Bronx County Trust Co., Assistant Cashiers Charles H. Meyer, Charles E. Merrifield and John J. Reddington are Assistant Secretaries. Trust Companies have no cashiers.

There was also a change "higher up". John M. Haffen, Vice-President of the old bank, is now President of the new trust company. Charles P. Bogart, President of the bank is now First Vice-President of the trust company.

Also, two new Directors have been elected to succeed one who recently died and another who withdrew. Julius Fleischl was elected to succeed his

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father, Emil Fleischl, who recently died. Jacob O. Pederson, 1755 Popham Avenue, was elected to succeed Julius Franke, who had withdrawn.

From its organization on April 17, 1888, the Twenty-Third Ward Bank has been distinctly a Bronx institution.

The bank started with a capital of \$100,000 and at the end of its first year had deposits of approximately \$800,000. In those days this made it a "big" concern for the population of The Bronx was less than 200,000, there were no industries to speak of, and the clientele of the bank was composed mainly of business men of small financial resources.

Today, the population of The Bronx is crowding the million mark. The newly born trust company starts out with capital and surplus of about \$750,000 and with \$8,000,000 resources—ten times more than at the end of the first year of the old bank's existence. Manufacturing has increased enormously in the borough and today, in one line alone, that of piano-making, stands first in the United States.

Much of the success of this branch of manufacturing is due to the service rendered the industry in its Bronx infancy by the Twenty-Third Ward Bank, which has achieved the nickname "the piano bank."

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*Gym Class
at Bronx Union
Y. M. C. A.*

BRONX UNION Y. M. C. A. PREPARED FOR AN ACTIVE YEAR IN 1925

The opening of the new year finds the Bronx Y. M. C. A. in active operation in all its departments and facing the tasks of 1925 eagerly and hopefully.

There are many organizations which seek to serve the various needs of young men and boys in regard to recreation, self-improvement, sociability and in many other ways. Each has some particular phase of the problem to solve, and in many cases are doing their work with success.

Among them, the Young Men's Christian Association stands out because of the comprehensive nature of its program. The "Y" sets out to meet the average man at every possible entrance to his life and to help him approach the ideal man.

Therefore, the "Y" has a Physical Department whose service is becoming even more deeply understood in these days of rush and hurry. Modern life makes great demands on the physical powers of men, and business men of all ages and positions are using the facilities it provides to help them keep or regain that physical vitality on which their success, and even life, may depend. The Gym Classes are always popular. Those for the business men's group are held at 12:15 noon, and before the supper hours, at 5:30 o'clock.

Of the various clubs, the Swimming Club and the Skating Club seem to be the most active at present, though Basketball follows close.

The Gym Team hold the Eastern Regional Championship. Two men of the "Y" physical department hold National A. A. U. Championships. These men are Bert Kremla, who holds the Championship for Ring Work, and Charles Maehs, for horse work.

Another department of the work of the Y. M. C. A. which takes second place to none in its importance and in its inspiring results, is that which repeats the adult activities for the boys of the community.

The Employment Department is busy these days in meeting the call for jobs from men out of work, and for suitable men on the part of Bronx employers. Some excellent results are being secured in this Department.

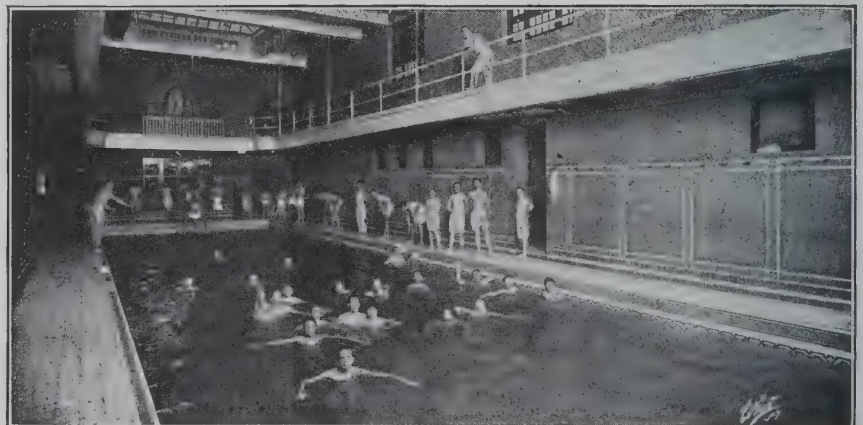
The Educational Department is preparing for its new Winter Semester, which opens about February 1st. Classes in Business and Elementary English, Public Speaking, Drafting, Plan Reading and Estimating, Bookkeeping, Mathematics and the like are about to open under thoroughly qualified teachers.

Plans are being made for a Public Speaking Contest with Central Y. M. C. A., of Brooklyn, in the latter part of the month, in which the two Public Speaking Classes will participate. Prof. Alexander Haring is giving this extremely successful course.

A large class for Coming Citizens has been well attended, and a fine piece of community service is being done in this connection.

The Religious and Social Departments are keeping their various activities in successful operation. There is always a large and interesting gathering in

*Swimming
Pool at Bronx
Union Y. M. C. A.*



the Lobby on Friday evenings, and other social activities are well patronized.

An Open Forum, on Tuesday evenings, gets the groups in the building together for some very wide-awake discussions.

The Sunday meetings have been attracting groups of the residents of the community, who have greatly enjoyed addresses by prominent clergymen.

Altogether, it promises to be a good year in the various phases of a work in which The Bronx participates, and from which The Bronx stands to gather large gains,—gains not in coinage directly but in the lives of boys and men.

IMPORTANT CHANGE IN CONTINUATION SCHOOL LAW EFFECTIVE FEB. 1st, 1925

By Hon. Morris E. Seigel, Director, N. Y. City Evening and Continuation Schools

Many employers of youngsters between the ages of fourteen and seventeen are not fully acquainted with the Continuation School law. Here are given answers to the questions that most frequently arise:

What pupils must go to Continuation School?

After February 1, 1925, all boys and girls under seventeen years of age who are not graduates of a four-year High School course must attend Continuation School.

(The Bronx Continuation School is at 157th Street and Third Avenue).

Up to what age and for what periods must such pupils attend?

All pupils, after registering in the school, must attend for a period of four hours per week until they reach their seventeenth birthday.

What day and session must pupil attend?

The pupil's sessions are arranged to meet the wishes and convenience of employers. These sessions are from 8. A. M. to 12 M. mornings, or 1 P. M. to 5 P. M. daily except Saturday and Sunday. It is desirable that the pupil come regularly on the session selected, but arrangements may be made with the employer for any change of time.

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Can evening school attendance be substituted for Continuation School?

No. Pupil must attend the Continuation School whether he attends Evening School or not.

Can boys and girls learn any thing in four hours per week?

They do. The most convincing argument is to visit a Continuation School and see. Whatever the young worker does is part of the individual program laid out by the teacher. Therefore, it is well done and quickly done. The instruction is entirely individual and correlated with the pupil's employment. Time in school is the employer's time. The pupil is always on the job learning to benefit his employer.

What does the Continuation School teach?

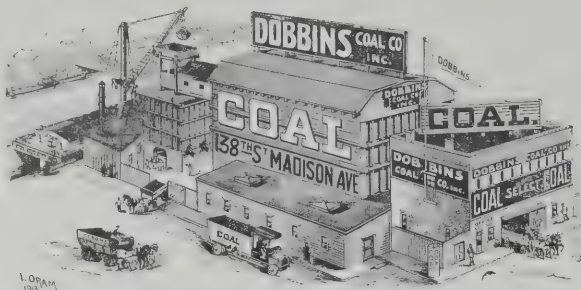
Occupations; an analysis of jobs; vocational guidance; subjects such as woodwork, electric wiring printing, auto mechanics, garment design, salesmanship, drawing, machine shop practice, bookkeeping, typewriting and general commercial work. For girls, the subjects are home-making, sewing, millinery, novelty, costume design, salesmanship, and commercial work.

Besides the subjects mentioned above, training in citizenship is given; assemblies are held which are addressed by men prominent in the community; the essentials of English, Mathematics, History, Civics and Hygiene are taught.

Does Continuation School interfere with the pupil's employment?

Few pupils lose their jobs because of their attendance in Continuation School. Experience shows that

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when a teacher visits the employer, in nine cases out of ten, the pupil is taken back or the discharge prevented. In the tenth case another job is found by the Employment Bureau in the school. Every school has an employment office. The percentage of unemployment among Continuation School pupils is extremely low.

Do pupils lose pay for the four hours that they attend the Continuation School?

More than 75 per cent of the employers pay their young workers for full time. That is to say, the time is so well spent that it is worth paying for.

Do teachers personally follow-up and observe the pupil at his place of employment?

Yes. It is part of the duty of every teacher in

Continuation School to visit shops, factories, and offices where their pupils are employed; to obtain the opinion and co-operation of employers; to adjust any differences that may arise because of Continuation School attendance; and to enable the teacher to correlate more efficiently the pupil's work in school with his job on the outside.

When was the Continuation School law passed?

The basic law is Chapter 531 of the Laws of 1919. It has been amended by Chapter 524 of the Laws of 1924.

RICE PLAYFIELD COMMISSION NAMED BY MAYOR HYLAN

In accordance with the terms of the agreement between the City and the Isaac L. Rice Memorial Foundation, Mayor Hylan has appointed the ten members of the Rice Playfield Commission, who will supervise the functioning of the fine new recreational facility in Pelham Bay Park.

The members of the Commission, who are to serve without compensation, until June 26, 1927, are: Hon. Murray Hulbert, President Board of Aldermen; George J. Ryan, President of the Board of Education; Gen. George Wingate, of the Public Schools Athletic League; Mrs. Isaac L. Rice, Rice Memorial Foundation; Julian Rice, Rice Memorial Foundation; George Gordon Battle, Parks and Playgrounds Assn.; H. Obertubessing, Amateur Athletic Union; Mrs. L. C. Meyers, Girl Scouts, Inc.; Philip J. Schneider, Boy Scouts' Foundation; and Arthur W. Proctor, Boy Scouts' Foundation.

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NEW CITY MAP READY

The office of the Chief Engineer, Arthur S. Tuttle, of the Board of Estimate and Apportionment, has issued a new Map of the City of New York, dated July 1, 1924. There has been no official map of this kind since September 1, 1914, a period of ten years. It is published in 35 sheets, each 20 x 13½ inches, using a scale of 1 inch to 1,500 feet. The first page is an index to the 35 sectional plans. The printing is good, and the plans clear, so it is easily used. It is, of course authoritative.

Copies of the map may be obtained at Room 1347, Municipal Building, Chambers Street, at the following rates:

Sectional map, in atlas form, on a scale of 1,500 feet to the inch, \$4.50; Sheets of sectional map, on a scale of 600 feet to the inch: Whiteprints, per sheet, \$3.00, and Blueprints, per sheet, \$1.50; Wall map on scale of 2,000 feet to the inch: Unmounted, \$5.00, and Mounted, \$20.00.

The Wall Map consists of twelve prints of different sizes, which when attached together make a complete map of the City about 8' x 8'.

RETAIL STORE PLANNING

The Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce has just published a valuable pamphlet entitled: "Retail Store Planning". Ask for Trade Information Bulletin—No. 291.

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TEN REASONS WHY THERE'S AN INCREASE IN THIEVING

In the recent past a questionnaire was sent to thirty-eight of the claim offices of the United States Fidelity and Guaranty Company, much of whose business consists of bonding employees. Most of these superintendents have had long experience in handling and adjusting losses involving employees untrue to their trust. The offices canvassed extend from Portland, Maine, to Portland, Ore., and from Jacksonville, Fla., to Los Angeles, Cal. The questionnaires have been completed, and here are some of the salient assertions gleaned from them:

1. Dishonesty is apparently increasing throughout the country.
2. The great majority of those who prove unfaithful are men.
3. The service of dishonest employes averages six months to three years before they are detected.
4. Nowadays many things formerly considered as luxuries are wrongly regarded as necessities.
5. "Keeping up with the Joneses", and social unrest, appears to cause the downfall of many men, especially the married ones.
6. The craving for an automobile, and the granting of almost limitless credit play a part in many losses.
7. Family infidelity seems to be more general, and family training, school training, and religious training, have been put on the shelf in many households.

8. Evasion of the law, as evidenced by bootlegging and the purchase of bootleg liquor has come to be looked upon as a sport not as a crime.

9. Courts in many states are lenient, or at least are not dealing severely with dishonesty.

10. There is a growing disinclination to work.

—The Nation's Business

LEASE TO COVER RADIO WIRES

Mr. Thomas P. Danahey, of the Stott Realty Co., Detroit, has drafted the following clause for leases, to cover radio wire installations:

"No electric or other wires for any purpose shall be installed in the premises except in a manner satisfactory to the landlord, and then only after written permission has been obtained.

"The tenant further covenants and agrees that no connection of any kind whatsoever shall be made by the tenant for any purpose or purposes whatsoever with the electric wiring now and hereafter installed by the landlord, or under its control, in the building in which said demised premises are located, nor shall the tenant construct, maintain, use or operate within said demised premises or on the outside of said building, any electrical device or apparatus in connection with a wireless telephone or telegraph sending or receiving station, or so-called radio device or system or for any other purpose or purposes whatsoever, except upon written consent first contained from the landlord."

BRONX BORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE



Photo by General Photographic Co.,
Courtesy of F. A. D. Andrea, Inc.

*A Rare View of the Eclipse of the Sun, Immediately at the End of Totality, on
January 24th, 1925.*

Vol. II — No. 8



FEBRUARY, 1925

NO "CROSS-WORDS" HERE

We don't use them to our customers, and give no excuse for having them said to us.

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BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

FEBRUARY, 1925

NUMBER 8

Directors of The Bronx Board of Trade Complete Organization for 1925

The Annual Meeting of the Board of Directors of The Bronx Board of Trade at which was completed its organization for the current year, was held at the Board of Trade Rooms on Wednesday, January 14th. There was a large attendance, practically a hundred per cent of the Directors being on hand, with President John M. Haffen as the presiding officer.

The various Bureau and Committee Chairmen who had served during 1924 reported on the work of their Committees, and the various recommendations contained in their reports were acted upon.

Following the reading of these reports, and the completion of the order of business as it affected current activities, the members of the Board of Directors present adjourned to the Concourse Plaza Hotel, where they were dinner guests of President John M. Haffen.

At the conclusion of the repast, President Haffen once more called the meeting to order, and addressed the Directors with respect to the 1925 program of work. He said in part:

"In the year which is now upon us, we should continue to induce the investment of outside capital in The Bronx; to bring more manufacturers to our Borough; to co-operate with other responsible agencies on all projects for the common good; to give the fullest possible measure of support to Bronx hospitals and infirmaries, public and private, that they may do effective work; to give our fullest support to all of the Borough's charitable organizations; to co-operate with the Bronx builders who are providing us with high class residential and business buildings; to co-operate with our Borough Authorities in the further development of the Grand Concourse; and also to use our best efforts to bring large Industrial Shows and Expositions to our Borough.

"We are receiving very fine co-operation from the local and metropolitan newspapers, particularly 'The Home News', the Harlem and Bronx Edition of the New York 'Evening Journal', and the Harlem and Bronx Edition of the New York 'American', as a result of which the general public seems to understand us better.

"Also, there is better co-operation and co-ordination

of activity between our Board of Trade and the local public officials, which has done much to advance the interests of our Board and Borough during the past year. We must try to preserve this mutual basis of activity and strengthen it if possible.

"We are anticipating a very active year in our Board of Trade, and our activities for 1925 are expected to bring about the advancement of projects that are of vital importance to our community, among which might be mentioned:

The Bronx Central Post Office.

The New York Central Lines' Station at 149th St.

The Bronx Municipal Terminal Market.

The Bronx Municipal Hospital.

Municipal Art and Music Center.

Industrial Belt Line or Marginal Railway,

Bridge across the Hudson River, between Fort Lee and West 178th Street.

Further development of the Grand Concourse,

Improvement of the Harlem River by straightening of same at Spuyten Duyvil, and alteration of High Bridge,

Increased Police and Fire protection.

Improved traffic regulations at various points,

Increased transit facilities, including bus lines,

Survey of Bronx Industries.

Increased co-operation among local manufacturers; also among local merchants.

"I would ask the Chairmen of the various Bureaus and Standing Committees to co-operate to the utmost, to advance these projects as much as possible during the year. Also, to be on the alert at all times, taking up every phase of real improvement, for every section of The Bronx, that they can, and making recommendations for action by the Board accordingly.

"During the past year, we succeeded in replacing a considerable number of delinquent members with new members, closing the year with a net increase of approximately 117 members. This gives us a total membership at the end of 1924 of 1,489.

"Mr. Brackenridge and his Committee did very creditable work in 1924, and they have laid plans for an equally active year in 1925.

"These are the things which I thought I would take the opportunity, on this occasion, to speak about

briefly, and I trust that each and every one of you here present will consider himself a committee of one to aid in carrying out the projects for the public good that have been outlined."

At the conclusion of President Haffen's address, the following members of the Board of Directors were elected to serve as Vice-Presidents and Bureau Chairmen for 1925: John Wynne, Second Vice-President and Chairman of the Civic Bureau; Charles Schneider, Third Vice-President and Chairman of the Industrial Bureau; Louis H. Werner, Fourth Vice-President and Chairman of the Publicity Bureau; Alexander Haring, Fifth Vice-President and Chairman of the Traffic and Waterways Bureau; and Gus G. Kindervater, Sixth Vice-President and Chairman of the Trade and Commerce Bureau.

Mr. James Brackenridge will continue to serve as Chairman of the Membership Committee and Mr. Archie B. Morrison as Chairman of the Law Committee. Mr. Theodore S. Trimmer, Treasurer, is Chairman of the Finance Committee.

Mr. Albert Goldman was appointed Chairman of the Noonday Luncheon Committee for 1925 and Mr. Leo Ehrhart was appointed Chairman of the Annual Dinner Committee for 1925.

As each Bureau and Committee Chairman was selected, they arose and addressed their fellow Directors, outlining the activities on which their respective Committees would concentrate in the current year.

Among those present at this meeting was Hon. James L. Wells, who thirty-one years ago, in 1894, was actively engaged as Chairman of the Organization Committee of the North Side Board of Trade, in bringing into being that organization which today is The Bronx Board of Trade.

Mr. Wells was the first First Vice-President of The Bronx Board of Trade, and was President from 1896

to 1901, and has been continuously a Director for the past thirty-one years.

Another feature of the meeting was the unanimous adoption of a resolution of thanks and appreciation to Hon. Louis A. Risse and Hon. Louis F. Haffen, for their foresight and vision in bringing about the construction of the Grand Boulevard and Concourse, which today is our most beautiful thoroughfare. The motion as carried requested Executive Secretary Charles E. Reid to inform them of the action taken, and President John M. Haffen also volunteered to call in person.

MEMBERSHIP COMMITTEE WANTS YOUR ASSISTANCE

The Membership Committee realizes that the strength of The Bronx Board of Trade is its membership, and its object is to build this up, so that the organization may be even of greater service to the people of The Bronx than it has been in the past.

The Committee asks the help of every member of the Board, and particularly the help of those interested enough to read this article. You, at least, are interested in the Board of Trade, and an honest effort to bring in one or more of your business associates and friends will deepen that interest, and will materially help your Membership Committee.

The opportunities for Civic betterment in The Bronx were never greater than they are today. Every man in our Borough should be alert to suggest ways in which our business interests can be advanced and our living conditions made better.

Only by grouping our ideas, and giving them concerted thought and concerted action can we ever hope to accomplish anything worth while.

It is perhaps too much to expect every member of the Board of Trade to bring in one new member each month during 1925, but there are some who could do it, and there is absolutely no doubt but that every member could at least bring in one member during the year. Your Committee again pleads for your co-operation.

The following are new members admitted at the January meeting, with the names of their proposers: Herman L. Falk, 922 Hoe Avenue, Ass't U. S. Attorney, (Louis Castagnetta); Piccirilli Bros., (J. Piccirilli), 467 East 142nd Street, Sculptors, (Charles E. Reid); Norman C. Newman, 2804 Third Avenue, Certified Public Accountant, (Charles E. Reid); and Manley A. Joslin, D. D. S., 236 Willis Avenue, Surgeon Dentist, (Archibald Beith).

MARCH ISSUE OF "BRONXBORO" TO BE DINNER NUMBER

Next month's issue of "BRONXBORO" (March), will be a special Souvenir Edition, copies of which will be supplied to all who attend the Board's 31st Annual Dinner, at the Concourse Plaza Hotel, Thursday evening, March 5th.

Firms desiring advertising space in this special edition should get in touch with the Board at once as it will be necessary to have all advertising copy in hand by February 21st.

PROTECTION FOR TRAFFIC MEN

The Bronx Board of Trade has made a strong recommendation to the Police Department that flood lights be used to illuminate the areas around all traffic men working in The Bronx.

WARNING !

**The Bronx Board of Trade will
hold its**

31st ANNUAL DINNER

**at the Concourse Plaza Hotel, 161st
Street and Grand Concourse, on**

**Thursday Evening
March 5th**

**If you have any intention of going
don't wait until the last minute,**

RESERVE YOUR SEAT NOW

Leading Activities of Board of Trade's Bureaus and Committees in 1924

CIVIC BUREAU

The Board kept closely in touch with the progress on the preparation of the plans for the new Bronx Municipal Hospital, East 167th and 168th Streets, Gerard to Walton Avenues, in order to offset unnecessary delays.

The Board kept in close touch with developments relative to locating the proposed \$15,000,000 Municipal Art and Music Center on the Jerome Park Reservoir tract; also, the location in The Bronx of a Municipal Stadium similar to that in Chicago.

Thru the Special Committee on Grand Concourse, the Board continued to foster the development of that magnificent thoroughfare. The new lighting system which it advocated has been installed; it succeeded in advancing the project for the development of the City-owned land at the Southern end, under the jurisdiction of the Park Department; and also assisted in securing approval of the Borough President's project for carrying the centre roadway under Fordham Road as a transverse road, now under construction.

The Board successfully led in the opposition against a proposed change in the name of The Concourse.

As it had been one of the leading organizations responsible for the building of the Rice Memorial Stadium and Playfield in The Bronx, the Board kept closely in touch with the progress on the project, in order that it might be completed at the earliest possible moment.

The Board did what it could to reduce to a minimum the annoyance caused by the burning of rubbish on Riker's Island and at the various land dumps in The Bronx.

The Board kept closely in touch with the progress being made by the City relative to improving the methods of disposing of refuse, rubbish, garbage and ashes.

In order that the Board might have first-hand information concerning the methods of operation, efficiency, etc. of the Municipal Rubbish Incinerators to be erected throughout the Greater City, a committee of the Bureau made a visit of inspection to the completed Incinerator at 56th Street and 12th Avenue. The committee made a report approving this type of disposal plant as to methods of operation, efficiency, and lack of nuisance or odor.

INDUSTRIAL BUREAU

The Board continued its activities to secure the erection of new and modern industrial buildings in The Bronx, to take care of the needs of manufacturers desiring to locate here.

While the manufacturing interests desiring to locate in The Bronx received the fullest possible aid from The Board, the manufacturers already located here also had their various interests looked after, in order that they might not leave the community for any reason.

The Board continued to keep in close contact with the City Administration relative to the construction of the \$7,500,000.00 Bronx Municipal Terminal Mar-

ket, the foundations for which were completed during the Spring months. The first building on the Market site is now under construction. As the construction of this Market proceeds, The Board will push its activities for the construction of an industrial belt line or marginal railway to serve it.

A complete "traffic" service was made available to all Board members.

The movement of incoming and outgoing freight by rail and water was accelerated to the fullest extent possible.

Impetus was given to local recognition of the benefits to be derived through arbitration of industrial and commercial disputes.

PUBLICITY BUREAU

The local and Metropolitan press were kept supplied with news stories concerning important organization activities, keeping The Bronx Board of Trade and its functions continually before the public.

Ten issues of "BRONXBORO" were published, one of which, that for March, was a "30th Anniversary Number", issued in connection with the 1924 Dinner of The Board.

The "Progressive Bronx" leaflet was republished, with data as of 1924.

A new signboard, 30 feet by 12 feet in size, was erected at 149th Street and Park Avenue, inside the right of way of the New York Central Lines, facing the main line tracks, enumerating the advantages offered to residents, business men and manufacturers of this community of a million population.

Data was compiled for "Who's Who in Business—The Bronx" a classified business and telephone directory of the membership of The Board, which was issued in September.

A 1924 Edition of the "The Bronx" Booklet was published and ready for general distribution in December.

TRAFFIC AND WATERWAYS BUREAU

The Board kept in touch continuously with the Port of New York Authority and the City Administration relative to the harmonious development of the Port of New York, especially with reference to the development of the industrial and waterfront areas of The Bronx.

The Board is pleased to report that the detailed plans for remodeling High Bridge, so as to eliminate the piers which now obstruct the channel of the Harlem River, have been prepared by the Municipal Department of Plant and Structures, which will supervise the work, and have been submitted to the Board of Estimate for approval.

The work of clearing the property formerly occupied by the Johnson Iron Works, at Spuyten Duyvil, in order to permit of the dredging of the new channel at that point, has been completed.

Work is advancing rapidly on the channel improvement in The Bronx River between Westchester Avenue and the East River, and the Board is now

bending its activities that, as soon as possible, dredging may be started on the new channel between Westchester Avenue and East Tremont Avenue.

The Board extended every possible assistance to the State Government in the matter of increasing the business being done at the New York State Barge Canal Terminal at 138th Street and Harlem River (Mott Haven Terminal.)

The co-operation of the Municipal Department of Plant and Structures was secured in the matter of improving the service on the Clason Point-College Point Ferry Line.

Also, the Board heartily endorsed the plans of the Department of Plant and Structures and the Dock Department to acquire terminal property at College Point and East 134th to 135th Streets and East River for the purpose of establishing a second ferry line between The Bronx and College Point.

It kept a watchful eye on the service being given on all of the transit lines in The Bronx, subway, elevated and surface, and made several recommendations for improved service on various lines which were found acceptable by the operating companies.

Through a special committee, the Board made a study of new rapid transit lines to serve The Bronx, and made its recommendations thereon to the Municipal Board of Transportation.

The Board continued to keep in contact with the New York Central Railroad Company relative to the proposed "Bronx" station, at 149th Street and Mott Avenue, and did everything in its power to expedite this project.

TRADE AND COMMERCE BUREAU

So far as possible, the Board continued to urge Bronx people to "Buy in The Bronx".

The Board assisted local merchants in solving various problems by the distribution of valuable bulletins and leaflets published by the Chamber of Commerce of the United States.

As much progress as was possible was made in the matter of securing a Federal building in The Bronx, to house The Bronx Post Office and other Federal Offices, to be constructed on the Government-owned site at 149th Street and Mott Avenue.

It continued to co-operate to the fullest extent with the interests operating The Concourse Plaza Apartment Hotel, at 161st Street and Grand Concourse.

It continued to keep in touch with and to co-operate with the various organizations of business men formed for the purpose of advancing the interests of particular sections of The Bronx.

Also, it acted in concert with various local business men's organizations to secure increased illumination for their respective business sections.

MEMBERSHIP COMMITTEE

The Membership Manager made approximately 2,400 calls on members and non-members of the Board, and collected obligations to the Board approximating \$9,500.00.

There were added to the rolls, up to December 31st, a total of 117 new members.

The membership of the Board on December 31st, 1924, was 1,489.

LAW COMMITTEE

The Law Committee met frequently during the Session of the State Legislature for 1924, to consider pending legislation and to recommend to the Board action on such measures as affected the Community. Recommendations were made on 81 bills.

The Law Committee also co-operated with the other Bureaus and Standing Committees of the Board, giving to those agencies of the organization the benefit of their advice and counsel.

MISCELLANEOUS

The Board co-operated fully in many activities with the Rotary Club and Lions Club of The Bronx.

The Board took part in several conferences relative to the proposed bridge across the Hudson River, from Fort Lee to Washington Heights.

The Board was represented at various public hearings and conferences before the following City, State, and National Bodies: Local Boards for Public Improvements, Board of Aldermen, Board of Estimate, Sinking Fund Commission, Transit Commission, Municipal Board of Transportation, New York Harbor Line Board. Various Committees of the New York State Legislature, Various Congressional Committees, and Port of New York Authority.

RED CROSS WORK CONSOLIDATED

The entire territory of Bronx County, so far as it relates to Red Cross activities, has been consolidated with New York County, and, from now on, the New York County Chapter, at 598 Madison Avenue, will take care of The Bronx's Red Cross needs.

The incorporation of territory is considered one of the most important events in the history of the Red Cross in New York City, and the consolidation is looked to as a means of putting the service of the Red Cross on a new basis of efficiency.

The new territory will be under the management of Howard J. Rogers, former manager of the Atlantic Division of the Red Cross and now executive director of Manhattan.

\$7,000,000 IS SOUGHT FOR BOTANICAL GARDEN

The expenditure of approximately \$7,000,000 to make the New York Botanical Garden, in The Bronx, a model for the world is contemplated by the Board of Managers, whose plans were announced recently.

The announcement explains that "endowment, equipment, maintenance and research are among the purposes to be advanced," and then says:

"The realization of the requirements for adequate maintenance, needed improvements and desired advance would place the New York Botanical Garden in a position of leadership in this country, if not in other countries, in matters that deal with plants in their various scientific, esthetic and economic relations to man."

HAVE YOU PAID YOUR DUES?

High Lights in Annual Report Of Executive Secretary

A feature of the January meeting of The Bronx Board of Trade was the presentation of the Annual Report of Executive Secretary Charles E. Reid, covering the activities of the Board during 1924.

The report was an exhaustive one, covering civic, commercial, industrial and financial conditions in the Borough; the various local projects aided; Bureau and Committee activities; co-operation with other local, City, State and National organizations; Conventions, Conferences, and Meetings at which the Board was represented; important Board activities; in fact, every important phase of this organization's functioning during the past year.

Following are some of the high lights of Mr. Reid's report:

"The improvements in our *banking facilities and institutions* during the year have been remarkable, many new buildings have been erected, others have been remodeled to cope with increasing business, and one, the Twenty Third Ward Bank, has changed its name to 'Bronx County Trust Company.'

"There are twenty-two Banking Institutions in The Bronx, with numerous branches. A comparison of the annual statements of the various banks shows a remarkable increase in deposits, due, as one banker said, to many Bronx residents and business men withdrawing their accounts from Manhattan institutions and depositing same in banks in The Bronx. This movement has been greatly accelerated during the past year, and we desire to comment on the fact that our banks are now able and willing to accommodate all residents and business men with up-to-date banking facilities."

"For years, we have been urging, and are still urging, plans for a big improvement of the present intolerable, exceedingly congested, and unsanitary conditions of the *elevated and subway terminals and facilities at 149th Street and Third Avenue*, and will continue to urge vigorously that improvements be made at once to relieve these conditions."

"We are still urging the erection of the '*Bronx*' Depot at 149th Street and Park Avenue by the New York Central Lines, to accommodate the travelling public. We find that people from Westchester County, Yonkers, Mount Vernon, and New Rochelle, also are interested in this project, for it means as much, if not more, to them, and will save them much time and expense. We will continue to urge the erection of this Depot, until it is constructed.

"The time is not far distant when the *Harlem River* will have a channel of twenty feet in depth, both sides of the river properly bulkheaded, and The Bronx (*Harlem*) Kills surveyed and improved, so that vessels on the Hudson and East Rivers or Long Island Sound may use the Harlem River as a short cut. This will not only save time and cost to shippers, but actually relieve congestion at hazardous Hell Gate and the Battery.

"We are also about to suggest the construction of suitable *tunnels*, in place of many of the over-

head bridges *along the Harlem River*. This will not only do away with these unsightly structures, with a large annual expenditure for maintenance, but will provide a better direct connection between Manhattan and The Bronx for the passage of vehicles and pedestrians, thus relieving the intolerable delays that occur daily with the opening and closing of the draw-bridges.

"We are urging the erection of a bridge across the *Hudson River, at or near 178th Street*, for rail, vehicular and pedestrian traffic, in accordance with plans approved by the Governors of the States of New York and New Jersey, and the New York Port Authority. The bridge will be of great capacity, larger and more commodious than any of the other City bridges, and will connect with the railroads in New Jersey and The Bronx. It will mean much to our future when erected. We are co-operating with other organizations in having Bills pass the Legislature of these States, authorizing the Port Authority to construct this bridge."

"The problem of food supply and distribution, with particular reference to upper Manhattan and The Bronx, is about to be solved by the erection of the *Municipal Terminal Market* on the Harlem River, from 149th to 161st Streets.

"Since this Market, when completed, will attract thousands of merchants from all over the city and surrounding country, we expect that it will have a telling effect upon realty values in that vicinity, with the possibility of the erection of other business buildings there.

"The benefits to be gained by the people of The Bronx are far greater than many imagine. It will not only lessen the cost of food products, but will save our food merchants a long journey daily to the Markets in Manhattan. It will also attract food merchants from upper Manhattan, Washington Heights, Yonkers, Mount Vernon and New Rochelle."

"We receive annually *publications and periodicals* from all over the United States, and from Japan, China, Russia, Spain, Sweden, Great Britain, Philippine Islands, Denmark, Australia, Poland, and other foreign countries. This gives evidence that *The Bronx is being well advertised.*"

"The modern view of the responsibility of a Board of Trade to a community is that it owes the definite obligation to the citizenry of insuring that all general community needs, other than political and religious are cared for. A moment's reflection upon this obligation reveals more responsibility than most of us at first realize. *There appears to be little or no limit as to what Boards of Trade are now called upon to do.*

"When we were organized thirty-one years ago our object was to foster trade, aid with improvements for our Borough, induce industries to locate in The Bronx, and aid those that were here. Today, we find many items added to this list.

"Our Board of Trade at the present time is not sufficiently well-financed and manned to satisfy this modern view of its responsibility, nor is it able to attempt many things that the President and Directors realize should be attempted. We are however, qualifying our Board of Trade as a community leader, feeling confident that the position which we are assuming will, if not abused, continue to be accorded to us.

"We are desirous of seeing The Bronx develop in a big way along lines that mean for its future prosperity. It is the only mainland of the Greater City of New York, and therefore MUST be considered when plans for augmenting either rail or waterborne traffic are projected. The Bronx will naturally

grow in prominence and influence, as it continues to increase in population, for experts predict we will eventually have three or four million people in our Borough.

"With the coming of large passenger and freight centers; the erection of more schools; the completion of the Municipal Terminal Market; the erection of the Music and Art Center; the building of the new Depot and Central Post Office at 149th Street and Mott Avenue; and many other improvements that will surely come, we can picture The Bronx eventually being second to none as a community in our country. We have only begun to realize our value and importance, and, by all working together, there is no limit to our future growth and prosperity."

HUDSON BRIDGE PROJECT MEETING APPROVAL



The Proposed Bridge Across Hudson River From West 178th Street To New Jersey

The proposed bridge across the Hudson River, from Washington Heights, Manhattan, in the vicinity of West 178th Street, to New Jersey, in the vicinity of Englewood, is a project strongly favored by The Bronx Board of Trade because of the many benefits that will accrue to The Bronx once the bridge is built. Access from the new bridge to The Bronx, and vice versa will be via Washington Bridge, which will be almost in a direct line with it.

On the New Jersey side, there is a unified strong demand for the proposed structure; on the New York City side, the demand is gaining strength daily as the various civic and taxpayers' organizations become convinced of the value of the project to all.

The suspension bridge pictured herewith is the one most favored by those pushing the project. It was designed by Mr. O. H. Amann, a prominent bridge engineer, who estimates its probable cost at \$30,000,000. It will be some 7,000 feet in length, and will afford a clearance over the river that will in no wise interfere with navigation.

Of the \$30,000,000 involved \$300,000 will be required for preliminary work, such as surveying, soundings and borings. Of this amount half will be used on the New York side and half in New Jersey. The bridge will be constructed by the Port Authority of New York and will be financed, according to present plans, by bond sales in both States.

A conference was held recently at Albany, which was attended by both New York and New Jersey legislative leaders, and terms were laid down for

passage of the enabling legislation at Albany and Trenton.

Senator John Knight, Republican Senate leader; Speaker Joseph McGinnies; Majority Leader Simon Adler; and Minority Leader Maurice Bloch, of the Assembly, representing this State, and Senators Pierson and MacKay, representing New Jersey, attended the conference.

Mr. Bloch predicted after this meeting that the bills would go through both Legislatures and that the project would meet with Federal approval. "Work will be started in the Spring," he added.

BOARD RECOMMENDS REMOVAL OF TRADE WASTE BY D. S. C. FORCES

The Bronx Board of Trade has sent to the Board of Estimate a strong recommendation that the Street Cleaning Department's forces and equipment be used in removing trade waste, and that the cost of such service be assessed against the persons benefited.

The city has the power to inaugurate such a service, and now that Refuse Incinerators are in use, may look upon the the proposal favorably.

Merchants will gain by being relieved from the exorbitant charges now prevailing among most private cartmen, since the municipality can, with its trained forces, give better service, at a lower cost.

HOSPITAL NEEDS OF THE BRONX AND GREATER CITY OUTLINED

The Bronx Board of Trade is co-operating with the New York City Visiting Committee of the State Charities Aid Association in a campaign to have the Board of Estimate and Apportionment appropriate corporate stock in the amount of \$13,635,000 to finance what are termed vitally necessary improvements to municipal hospitals.

Among the projects we are urging are the new wing for Fordham Hospital and the improvement of Riverside Hospital, on North Brother Island.

For the completion of Fordham Hospital, \$1,250,000 is asked. For Riverside Hospital, for an Isolation Building, there is asked \$240,000.; for a Service Building \$300,000.; and for a Mortuary and Laboratory Building, \$50,000.

In a letter sent recently to Miss Marion R. Taber, Secretary of the Visiting Committee, the Board of Trade's estimate of the hospital needs of The Bronx is further summarized, in part, as follows:

"The Bronx is badly in need of the additional facilities that will be afforded by the erection of the proposed new wing which is to complete Fordham Hospital in accordance with the existing plans.

"There is also a very pressing necessity for the improvement contemplated on North Brother Island, for the Riverside Hospital.

"We are deeply concerned in The Bronx with the question as to whether or not the City will take over the management and operation of Lincoln Hospital. This Hospital serves the principal manufacturing zone in The Bronx and handles a great many industrial cases yearly.

"It is an institution peculiarly well situated to take care of the South and Southeast Bronx, and should be continued in operation by the City of New York, if the present operators cannot or will not continue to operate it.

"We have on at least two occasions communicated with the Board of Estimate requesting early action in the matter of taking over and operating this Hospital and, through representatives, interviewed many public officials with reference to this change of administration, and trust we shall finally be successful.

"In 1921, when we were finally successful in having the Board of Estimate authorize the appropriation of \$2,500,000. for a general hospital in the West Bronx there was no talk of the City taking over Lincoln Hospital, and our argument for a hospital in the West Bronx was based on the fact that The Bronx

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with all of its hospital facilities at that time, in 1921, needed a new hospital such as that proposed for the West Bronx section, under the jurisdiction of the Department of Public Welfare.

"If we needed a new Hospital in The Bronx in 1921 we need it even more in 1925, since our population has increased from 732,000 to close on to a million."

NEW BUSINESS ENCOURAGING

Nothing indicates more vividly the wave of prosperity which has engulfed The Bronx in the last few months than the long lines of depositors wending their way to the numerous receiving windows of the Dollar Savings Bank, 147th Street and Third Avenue. The unusual increase of accounts during the first few weeks of the New year has been most gratifying to the officials of the institution, who look upon 1925 as their biggest year.

During the week of January 12 new business amounted to nearly \$900,000, bringing the total amount of deposits up to approximately \$60,000,000.

ENGLAND'S DETECTIVE AGENCY

John W. England, Director

Former Sergeant, Police Dept., City of N. Y.

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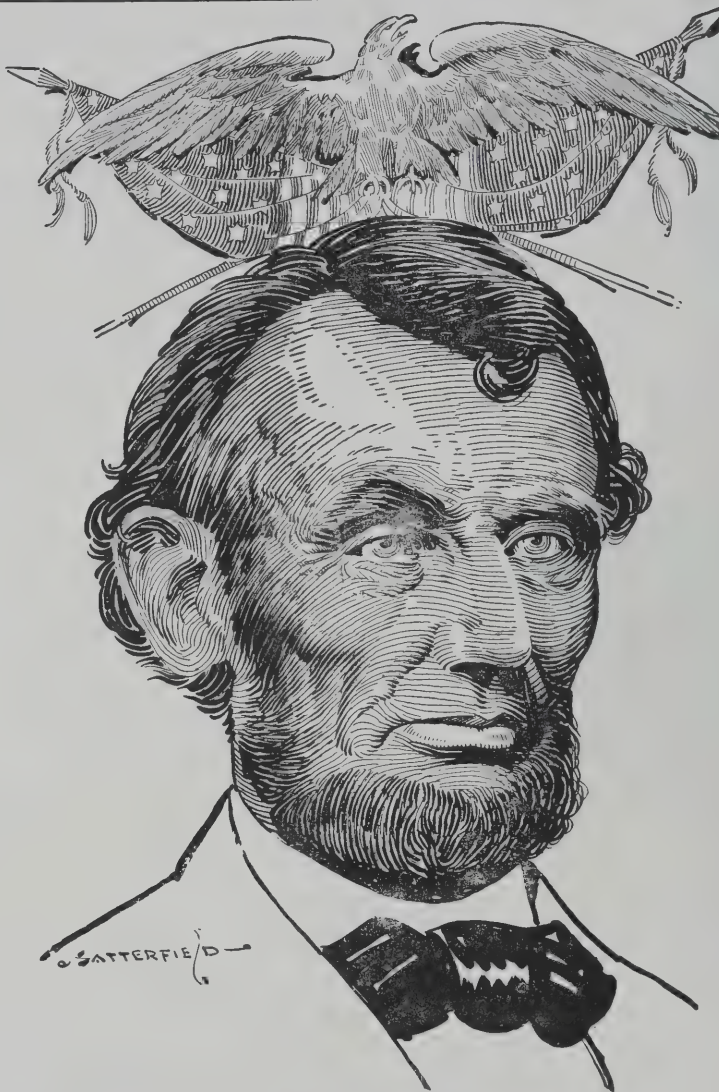
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Members of The Bronx Board of Trade

MUSIC EVERY NIGHT IRVING BERRY, Manager



LINCOLN'S EXAMPLE

THERE is a lesson that we all may well take to heart in the life of Abraham Lincoln.

Summed up in a few words, it can be expressed thus:

Whether you reach the top or not depends pretty much upon yourself!

Lincoln was born of poor parents. Friends, social life, even ordinary opportunities were denied him. He knew only hard work, under the worst conditions.

But it only spurred him on. He looked ahead—and dreamed.

There were no libraries for him to turn to. The benefits of our present day schooling were not his. So he borrowed what books he could, and read and worked—and dreamed on!

Lincoln gave himself an education. As he read, in front of an open fireplace, his dreams grew bigger—but never were they dreams of personal power.

Time let him gradually find his place in the scheme of things. Dreams began to come true. But only after he had studied them out and worked them out for himself.

Lincoln, of course, did not know what his goal was going to be. He did not think of going "from prairie cabin to capitol." He only dreamed of bigger and better things—and then did them. The whole world benefited by the reward that came to him.

There is room in this world for more dreamers—who are big enough to **MAKE** their dreams come true!



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Address all Communications to
 THE BRONX BOARD OF TRADE
 137th Street and Third Avenue, The Bronx

In Memoriam

ALLAN A. SEARLE
 Died January 13th, 1925

PLANS MATURING FOR BIG SOCCER
GAMES IN THE BRONX

The Indiana Flooring Co., 234 Rider Avenue, has about completed plans for the coming visit to New York of the World's Olympic Championship Soccer team, representative of Uruguay. This team came into the limelight last Spring at Paris, when it defeated all comers and won its present proud title.

The Uruguayans will sail for New York, according to present plans, on February 28th, arriving here about March 16th. Their first games in this country will be with the Indiana Flooring Co. team on March 21 and 22. Following these games the visitors will tour the Eastern States, and, before returning home, in May, will again visit New York, playing the final game of the tour with the Indiana Flooring Co. team, who will thus engage in three contests with the visitors.

The visit of the World's Champions will be the biggest event in the history of soccer in the United States, and soccer enthusiasts are awaiting eagerly their appearance here.

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THE BRONX

BOARD'S ANNUAL DINNER
THURSDAY, MARCH 5

The Thirty-first Annual Dinner of The Bronx Board of Trade will be held at the Concourse Plaza Hotel, 161st Street and Grand Concourse, The Bronx, on the evening of Thursday, March 5th.

The Speakers at the Dinner will include:

HON. PAT HARRISON United States Senator from Mississippi.

HON. HAROLD B. WELLS, County Court Justice, New Jersey.

PROF. CHARLES GRAY SHAW New York University.

Seldom have we been favored with such a fine array of speakers and no member of the Board should fail to hear them.

President John M. Haffen has appointed the following members to serve on the Annual Dinner Committee which will make the arrangements for the event, which is expected to be the best in the annals of the organization:

Leo J. Ehrhart, Chairman; John J. Duffy, Albert Goldman, Robert L. Moran, John Kadel, Louis H. Werner, George Kindermann, Gus G. Kindervater, Moe P. Stein, Edward R. Koch, Max Deutsch, Albert Behning, Raymond L. Korndorfer, Frank A. Gallagher, William E. Thompson, Daniel J. Barrett, Jacob Hoffman, and Executive Secretary Charles E. Reid.

Reservations, at eight dollars a person, should be sent direct to The Bronx Board of Trade, 137th Street and Third Avenue, as early as possible.

"ARBITRATION WEEK"

The week of April 20 has been designated "National Learn to Arbitrate Week" by the Arbitration Society of America. Chambers of commerce, boards of trade, manufacturers' associations and trade organizations throughout the country will co-operate in the week's intensive educational campaign.

One feature of the week will be public demonstrations of the procedure in arbitration. In this City it is planned to hold arbitration hearings to which press and public will be invited with the consent of the disputants. Well-known lawyers will take part, both as arbitrators and as counsel for the disputants, demonstrating the celerity and efficiency of the procedure in actual practice.

BRONX POST OFFICE PROJECT GAINS GROUND AT WASHINGTON

In the past two weeks, at Washington, The Bronx Central Post Office project gained considerable ground, and there is now every reason to believe that with the passage of a bill now before the Senate, The Bronx will speedily thereafter get its much needed Federal Building.

The Bill referred to is a Public Buildings Bill, which passed the House on February 1st, and which is now before the Senate, which is expected to pass it before adjournment, without much debate.

This Public Buildings Bill is expected to pass because it has the approval of President Coolidge, who has notified Congress, through the Budget Director, that it is not inconsistent with his economy program.

The Bill appropriates \$150,000,000, to be spent over a period of six years or at the rate of \$25,000,000 a year, for Public Buildings, under the jurisdiction of the Secretary of the Treasury and the Postmaster General.

Under the terms of the Bill, it will be necessary for Secretary Mellon and the Postmaster General to come to Congress and ask for the first and succeeding yearly \$25,000,000 appropriations, specifying where the various building proposals are to be carried out.

As The Bronx Board of Trade has followed up this matter zealously, and has made a strong case for The Bronx Post Office project, with the aid of Congressmen Griffin, Fairchild and Oliver, and Senators Copeland and Wadsworth, we are assured that our Post Office will be among the first authorized, since the site is already owned by the Government, and preference will be given in all such cases.

SECOND RADIO WORLD'S FAIR TO BE HELD AT BIG BRONX ARMORY

The Second Radio World's Fair will be held in the 258th Field Artillery Armory, Kingsbridge Road and Jerome Avenue, The Bronx, next Fall. The exposition will open at noon September 14th, and will continue until September 19th, according to an announcement made by James F. Kerr and U. J. Herrmann, Directors of the Show.

This year's show will be at least one-third larger than the First Radio World's Fair staged at Madison Square Garden and the Sixty-ninth Regiment Armory last September.

There will be displays by 325 radio manufacturers, including the best-known wireless concerns of Europe, South America and the Orient.

The big armory was selected because of the fact that the entire exposition can be staged on the main floor, which is right on the street level. The patrons will not have to climb stairs, use elevators or go from one building to another, and this feature will save several hours' time for every visitor who wishes to make a careful study of the exhibits.

It is estimated that the attendance this year will run close to a quarter of a million persons, while some experts are of the opinion that it will reach three hundred thousand. Nearly four thousand men and women will be employed as attendants by the exposition management and the exhibitors, and the collective value of the apparatus on display will be approximately \$10,000,000, just about twice that of the 1924 show.

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LARGE INCREASE IN OUR VACANT APARTMENTS

According to Hon. Walter C. Martin, of the Tenement House Department, whose office is at 559 East Tremont Avenue, the number of vacant apartments in The Bronx at the end of 1924 showed a large increase over 1923. There were 1,549 at the end of 1923, and 4,907 at the end of 1924.

These vacancies are principally in the apartment houses built to rent at \$20 a room and up. Commenting on these figures, Supt. Martin says in part :

"This would indicate that there is still a shortage of moderate rental apartments. So far as new construction is concerned, low-rent apartments have been eliminated. This is due to the high cost of construction, labor, material, and increased land values. It further indicates that the era of low rents is gone, except as the rent restrictive laws have operated to keep down the rental values in tenement houses existing prior to 1921.

"Our records also indicate that the housing shortage emergency has passed. The number of vacancies existing proves that there are enough apartments to meet the demand, provided the people can afford to pay the high rents.

"For the average wage earner, however, the supply of low or moderate rental apartments has not yet been met due to the tendency of builders to cater to the higher-priced apartments, and the future holds no promise for any relief, in my opinion."

Mr. J. Clarence Davies, prominent Bronx pioneer real estate man, discussing the housing situation recently, also agrees that the great need of The Bronx is low priced apartments. He said, in part :

"The last year in real estate has carried out the predictions made in the beginning of 1924 almost to the letter. Building operations have gone ahead rapidly in all directions and in all sections. All authorities agree that in most classes of residential property the supply has caught up to the demand.

"In only one class of property are we practically underbuilt, and that is for living quarters renting at from \$8 to \$10 a room.

"For this there is still a large demand and an under-supply, but owing to the high price of labor and building material it is almost an impossibility to build houses to supply this demand and at the same time to make the property pay a fair income on the investment.

"Personally I think it will be some years yet before this can be done."

LEGISLATORS TO MAKE SURVEY OF STATE BARGE CANAL SYSTEM

A "Study and Survey" of the New York State Barge Canal System, by a commission made up in part of legislators and in part of members appointed by the Governor is now pending in the Legislature.

Under the provisions of the bill the State Engineer, R. C. Finch, and Frederick Stewart Greene, State Superintendent of Public Works, would be members of the commission which is to be composed, in addition, of three Senators, five Assemblymen and other members whom the Governor is empowered to appoint; \$25,000 is provided to defray the cost of the Inquiry. The commission is to report its findings on or before February 15th, 1926.

Norman C. Newman Certified Public Accountant And Associates

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Building, 2804 Third Avenue,
at 148th Street, for the practice
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This organization consists of two certified public accountants of the State of New York, of many years' practice, an income tax specialist, and competent staff qualified in all branches of accounting and the preparation of income tax reports.

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A clause in the measure defining the scope of the inquiry calls for a study and survey of the facilities and operation of the State's canal system, the extent to which the facilities are utilized for transportation, the nature, quantity, source and distribution of freight transported and what improvements and changes in the construction or administration of the canal shall be necessary to render it 100 per cent. efficient, together with the cost involved.

The commission is authorized to include in its survey any other matter relating generally to the subject.

"THE BRONX" BOOKLET POPULAR

Copies of the 1924 edition of "The Bronx" Booklet were mailed to the membership and others during January and are now in the hands of the various advertisers for distribution.

The Board has had a great demand for this booklet from the public, several hundred mail and telephone requests having been filled to date, and there is no doubt that there will be considerable demand on the advertisers for copies.

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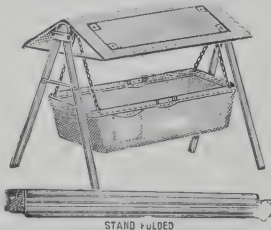
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Complete Crib and Stand.....	5.75
Mattress only.....	1.25

NEW HOSPITAL CONSTRUCTION BIDS SOON TO BE ADVERTISED FOR

Recent information gathered from Commissioner Coler's office is that the Department of Public Welfare is now making the final check on the plans for the proposed new Municipal Hospital in the West Bronx, which check is expected to be completed this month, following which the Department will be ready to advertise for bids for the construction of the building.

The new hospital will have 368 beds and accommodations for taking care of approximately 200,000 out-patients each year. The estimated cost is \$3,220,000. The appropriation available is \$3,250,000.

NEWMAN NOW IN THE BRONX

Norman C. Newman, C. P. A., and associates, who for years were located downtown, have removed from 320 Broadway to 2804 Third Avenue, near 148th St., where they will be glad to greet old and new clients.

Mr. Newman is a Bronxite, residing at 2725 Holland Avenue, and the decision to enter the local business field is a recognition of the commercial growth of this Borough.

CITY HAS NO FUNDS AT PRESENT FOR MARGINAL RAILWAY

Borough President Bruckner is quoted as having informed a prominent Bronx realty man recently that there is but little chance of securing a City appropriation for the construction of a marginal railway for The Bronx at the present time.

"The project is essential to the development of the waterfront," President Bruckner said, "But it will entail the expenditure of millions of dollars, and I feel sure that we could not secure any appropriation for that purpose now. I will discuss the matter with Comptroller Craig and get his views on the subject, but I see little hope of securing the money from the city funds at present."

The New York Port Authority has before it at the present time suggested plans for such a "belt line" facility presented by The Bronx Board of Trade.

CITY HISTORY COURSE

Mr. Everett Peterson, Ph. D., of Evander Childs H. S., The Bronx, is conducting a Columbia University extension course in the "History and Government of New York City", the Spring session of which started on February 9th and will continue to May 23rd.

At the present session, the city as at present administered is the chief consideration. Sufficient attention is given to origins to make present day practices better understood. Successful present-day policies in other cities, both American and European, are noted. Aids to better administration deducible from great business organizations are discussed. Lantern slides and illustrative material of various sorts are employed.

The course is designed to enable the public-spirited citizen to become better informed in a field in which ignorance is profound and culpable; it also appeals directly to students of law and to teachers of community civics and related subjects.

STAIRWAY GAINS SUPPORT

The Claremont Heights Property Owners' Association has endorsed the proposed stairway to carry 170th Street from Webster Avenue to Clay Avenue, the erection of which was suggested by this Board to the Borough authorities.

Bronx Business Men will enjoy Lunch at

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BAKERY and RESTAURANT
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OUR LARGE JEWISH POPULATION

In a recent address delivered at Philadelphia, Rabbi Wise of New York City, cited the increasing congestion of Jewish areas in this City, and declared that it had brought up a racial question that was of tantamount importance for the future of the Jews.

"One-tenth of the entire Jewish population of the world", he said, "is huddled in one small area of the United States. There are more Jews in The Bronx alone than in France, Belgium, Holland, Denmark, Sweden, and Italy."

FAVOR NEW PENITENTIARY

An interesting report has been promulgated by the Prison Association of New York and Association of Grand Jurors of New York County relative to the conditions which prevail in the prisons on Welfare Island and Ward's Island. They recommend, and have also made lay-outs for, the erection of a new penitentiary on Riker's Island, or, as a second choice, Hart's Island.

The recommendation has the support of The Bronx Board of Trade.

PRESIDENT HAFFEN JUDGE

President John M. Haffen of The Bronx Board of Trade, is one of the Judges in a "Thrift" Essay contest for High School pupils being held under the auspices of the Harlem and Bronx section of the New York Sunday "American".

DOLLAR SAVINGS BANK

OF THE CITY OF NEW YORK

Third and Willis Avenues
AND
147th Street

Over 81,900 Depositors \$59,900,000 Deposits

Paid to depositors in dividends since Organization over Twelve Million Dollars

Money to loan on Pass Books and
First Mortgages

STATION CHANGES AT 149th STREET URGED AT TWO HEARINGS

On Thursday, January 15th, at 2:30 P. M. a public hearing was held in the Rooms of the Transit Commission, 270 Madison Avenue, relative to improvements and changes in the regulations, practices, equipment, appliances and service of the Interborough Rapid Transit Company at the 149th Street station on the Third Avenue Elevated Line and at the 149th Street Station on the Lenox Avenue Subway Line.

At the close of this hearing, adjournment was taken to the evening of Friday, January 30th, when a second hearing was held at The Bronx Borough Hall, to hear those who were unable to attend the daytime hearing on the 15th.

At both of these hearings, there was a strong delegation from The Bronx Board of Trade, including President John M. Haffen, Vice President Alexander Haring, Executive Secretary Charles E. Reid, and other prominent members, some of whom testified as to the conditions prevailing at these "Hub" subway and "L" stations, and offered suggestions as to remedies.

The Bronx Board of Trade has always taken a leading part in transit matters in The Bronx, and its committee-men are in part responsible for the present temporary stair and platform structures of the "L" at this point.

Among several definite plans for relief now before the Transit Commission are that of the "Home News"

and that of the Municipal Board of Transportation. The Commission's engineers are making a study of all the plans and suggestions made, and are expected to incorporate the best features in whatever definite plans it will in due course promulgate.

At the January 21st meeting of The Bronx Board of Trade, former Deputy Attorney General Jules Crane was a speaker, presenting the various features of the relief-plan urged by the "Home News", which were later referred to the Traffic and Waterways Bureau for study.

Mr. Crane in the course of his remarks, gave due credit to the Board of Trade for its activities in transit matters, particularly in relation to the 149th Street situation.

Another public hearing will be held at 270 Madison Avenue on the afternoon of Friday, February 27th.

MEDICAL CENTRE WORK STARTED

Ground was broken on the afternoon of Saturday, January 31st, for the new Medical Centre of Columbia University and Presbyterian Hospital, which is to be erected on the site of the old Yankee baseball grounds, 165th to 168th Streets, Broadway to Fort Washington Avenue, Manhattan.

The first building is to be a \$10,000,000 structure housing both the Columbia University College of Physicians and the Presbyterian Hospital. The building will be 14 stories high, the general hospital section facing the south and the college section facing 168th Street.

The two sections will be connected by a 14-story axis which will contain examination rooms and therapies as well as a large operating amphitheater for the use of both institutions.

NORTH SIDE SAVINGS BANK

3230 THIRD AVE., NEAR 163RD STREET

ORGANIZED AND MANAGED
BY BRONX BUSINESS MEN
FOR THE UPBUILDING OF
THE BRONX

DEPOSITS JAN. 1, 1921, - - - \$6,006,263.69

" JAN. 28, 1925, - - - 13,849,947.00

OUR SAFE DEPOSIT VAULT IS
ACCESSIBLE DURING BANKING
HOURS AND MONDAY AND
FRIDAY EVENINGS 6-9.

THE complete services of the Bronx office of the Manufacturers Trust Company reach right down to the practical problems of every-day life.

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Manufacturers Trust Company

BORO of BRONX

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BORO of MANHATTAN

139 Broadway, at Cedar Street
481 Eighth Ave., corner 34th St.
385 Fourth Ave., corner 27th St.
513 Fifth Ave., corner 43rd St.
415 Broadway, corner Canal St.

BORO of BROOKLYN

774 Broadway, corner Sumner Ave.
84 Broadway, corner Berry Street
225 Havemeyer St., near Broadway
710 Grand St., near Graham Ave.
190 Joralemon St., near Court St.

BORO of QUEENS

1696 Myrtle Ave., corner Cypress Ave., Ridgewood

MORE POLICE WANTED

Now that the Police Department is to be augmented by the appointment of 1,000 additional men during 1925, The Bronx Board of Trade has initiated activities to secure the assignment of a good portion of these men to Bronx Precincts.

It is greatly necessary that the personnel in the 18th Precinct, Alexander Ave., and 138th St., in particular, be increased, since this Precinct takes care of a large manufacturing zone.

EDUCATING RETAILERS

"The Education of a Retail Sales Force"—a problem in retail store management is the subject treated in Trade Information Bulletin No. 303, published by the United States Department of Commerce, under date of January 1925. A request to that Department, at Washington, will bring a copy.

WORTH SENDING FOR THIS

The United States Department of Commerce, Domestic Commerce Division, has just issued a booklet, "Measuring A Retail Market," that should be in the hands of every merchant in The Bronx.

Send for it. Ask for Trade Information Bulletin No. 272.

ERIE CANAL CENTENNIAL

President John M. Haffen has appointed the following committee of Bronx Board of Trade members to co-operate with the Erie Canal Centennial Commission, a State body, which is arranging to properly celebrate the one-hundredth anniversary of the old Erie Canal, and to bring home to business men the benefits derivable from the use of the State Canal system: Alexander Haring, Olin J. Stephens, John M. Haffen, and Charles E. Reid, Executive Secretary.

CITY'S TELEPHONES

There were 1,315,000 telephones in service in Greater New York at the end of 1924.

During 1924, five new central offices were opened in The Bronx, and 24,300 telephones were installed.

ART EXHIBIT IN MARCH

The third annual exhibit of The Bronx Artists' Guild will be held at Aeolian Hall in The Bronx, on East Fordham Road, from March 7th to 15th, inclusive.

ANOTHER REASON WHY

Another reason why you should live in The Bronx was furnished on the morning of Saturday, January 24th, when residents of this Borough were favored with a magnificent view of the eclipse of the sun, The Bronx being the only Borough in the Greater City wholly within the zone of totality.

WELL SUPPLIED WITH BANKS

Within a short time of each other, the Hamilton National Bank and the Corn Exchange Bank both opened new branches on East 170th Street, near Jerome Avenue.

The Hamilton National Bank's 170th Street Branch is the downtown bank's first Bronx offspring.

The 170th Street Branch of the Corn Exchange Bank is the eighth branch of that bank in The Bronx.

PLAN NEW BRANCH QUARTERS

Now that the parent institution is installed in the palatial and finely-appointed new building at Tremont and Washington Avenues, the Bronx Borough Bank is planning the construction of a new building to house its Williamsbridge Branch.

MANSON HEADS THE DOLLAR BANK

Mr. Howell T. Manson has been elected President of the Dollar Savings Bank, 147th Street and Third Avenue.

RETAIL ADVERTISING LEADS

"Co-operative Retail Advertising" is a valuable pamphlet just published by the U. S. Department of Commerce. Ask for Trade Information Bulletin No. 302.

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B. & S. Bronze Foundry, Inc.

Castings of All Descriptions

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Harlem Carpet Cleaning Co.3rd Avenue & 135th St.
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Carpets and Rugs Taken Up, Cleaned
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Telephone Olinville 4300 or Ashland 7140

CHIROPODIST

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CHIROPODIST

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2655 Third Avenue

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The Bronx, N. Y. City

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VINCENZO MARCHESEWashing Clothes Without
Boiling285 Rider Avenue
The Bronx

BRONX COUNTY TRUST CO. PLANS THREE NEW BRANCHES

Borough President Henry Bruckner, Leo J. Ehrhart, and Edward R. Cohen were recently added to the Board of Directors of The Bronx County Trust Co. as the first move in a campaign to be instituted immediately to provide facilities to accommodate its rapidly increasing business.

Immediately upon reorganization of the new Board, President John M. Haffen was directed to devise means to procure quarters for three new branch offices. Although it remains undetermined where the location of the new offices will be, they will be established in Fordham, Prospect Avenue and Tremont, the three fastest growing sections of The Bronx.

The establishment of these three contemplated branches is imperative if the many thousand Bronxites desiring to become connected with the institution as depositors are to be accommodated. Officials of the institution say 1925 will be their banner year.

When the proposed branches are established the institution will have five branches co-operating with the main office at One Hundred and Thirty-seventh street and Third Avenue. Branches are now maintained at 148th Street and Third Avenue, and Boston Road and Third Avenue.

BIG GROWTH IN DEPOSITS

According to a recent announcement by President John G. Borgstede, deposits of the North Side Savings Bank grew, in the twenty years of its existence, from \$2,253 the first day to \$13,849,947 at the close of business on January 28th, 1925.

The bank first opened its doors on January 30th, 1905, in a small store room at 3196 Third Avenue, near 161st Street. There it remained until February 11, 1911, when it moved to a new one-story building in the neighborhood. In September, 1924, it moved to the present quarters at 3230 Third Avenue, near 163rd Street, a new building equipped with every modern device to protect the money in the vaults and to facilitate the transaction of business.

Some idea of the growth of the habit of savings may be gleaned from the fact that from January 30th, 1911 to January 28th, 1925, 14 years, the number of depositors increased ten times and the amounts of their deposits nearly 27 times.

A NEWCOMER

Convinced of the future of The Bronx as a business field, the Ace Iron and Metal Co., (Chas. Ettlinger), has located at 698 East 149th Street, where they carry a complete line of iron, metal, and machinery.

BR*

Thirty-First Annual Dinner Edition

BRONX BORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

THE BRONX BOARD OF TRADE

MAR 17 1925

UNIVERSITY OF THE CITY OF NEW YORK

Vol. II · No. 9



MARCH, 1925

IT'S a matter of individual choice whether you shall
BUY or RENT a Gas Range.

Buy or Rent of us, and you get a Range of the highest
standard.

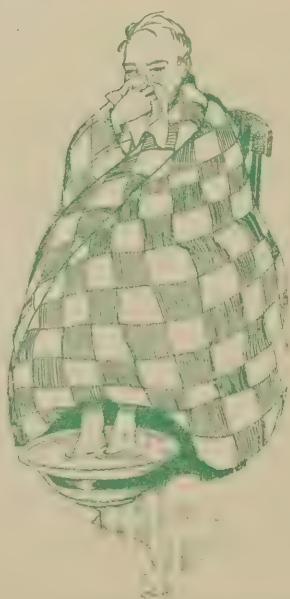
When you rent a range for \$4, \$6, \$8, \$10, or
\$12 a year, *we* keep the range in repair. This
means a financial saving to landlord or tenant,
and absolves one or the other of much
responsibility.

If you are contemplating the installation of Gas Ranges,
we invite you to confer with us.

CENTRAL UNION GAS COMPANY

COURTLANDT AVENUE, AT 148th STREET

GOOD Coal Prevents Bad Colds



PHONE

Mott Haven 4500

and

Avoid Trouble and Expense

Stephens Fuel Co., Inc.

Executive Offices

138th Street, Mott Haven

From Bronx to Battery

BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

MARCH, 1925

NUMBER 9

APPRECIATION

A YEAR ago, "BRONXBORO" for the first time made its appearance in true magazine form, with a separate, illustrated cover, and stepped out in more mature manner to perform its real service as the community magazine of Bronx Borough, of which The Bronx Board of Trade is the representative civic-commercial organization, thirty-one years old this month.

This edition of the magazine is a souvenir of our Board's anniversary, and we trust that it will add to the pleasure of all who attend the Thirty-first Annual Dinner.

It is our aim to make "BRONXBORO" beautiful to the eye in order that you will take it home and place it on your library table for others to enjoy as well as yourself, and to make it interesting and newsy enough so that it will be widely read.

We desire to express a word of appreciation to those advertisers who have made it possible for us to broaden the scope and field of service of "BRONXBORO", and we hope for a continuation of their support in the coming year.

If you should find some particular merit in any future issue or think of some constructive suggestion which will improve "BRONXBORO", let us know about it. We'll be glad to hear from you.

LOUIS H. WERNER, *Vice-President,*
Chairman, Publicity Bureau.

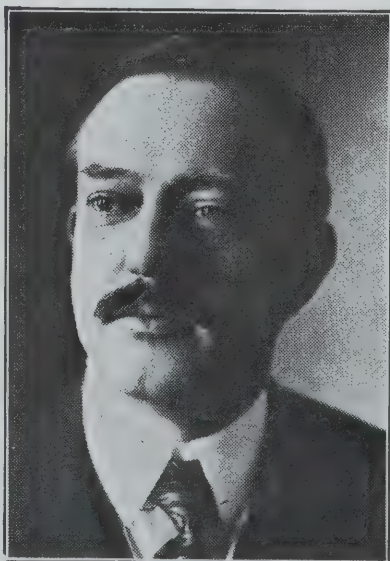
OFFICERS OF THE BRONX BOARD OF TRADE, 1925



JOHN M. HAFEN
President



FREDERICK A. WURZBACH
First Vice-President



CHARLES E. REID
Executive Secretary



THEODORE S. TRIMMER
Treasurer

What The Bronx Board of Trade Aims To Do In 1925

By Mr. JOHN M. HAFFEN,
President, The Bronx Board of Trade.



IN THE current year, The Bronx Board of Trade will continue to induce the investment of outside capital in The Bronx; to bring more manufacturers to our Borough; to co-operate with other responsible agencies on all projects for the common good; to give the fullest possible measure of support to Bronx hospitals and infirmaries, public and private, that they may do effective work; to give our fullest support to all of the Borough's charitable organizations; to co-operate with The Bronx builders who are providing us with high class residential and business buildings; to co-operate with our Borough Authorities in the further development of the Grand Concourse; and also to use our best efforts to bring large Industrial Shows and Expositions to our Borough.

We are also hopeful that, through our efforts, the following projects, in the year, will be advanced materially:

- The Bronx Central Post Office.
 - The New York Central Lines' Station at 149th Street.
 - The Bronx Municipal Terminal Market.
 - The Bronx Municipal Hospital.
 - Municipal Art and Music Center.
 - Industrial Belt Line or Marginal Railway.
 - Bridge across the Hudson River, between Fort Lee and West 178th Street.
 - Tri-Borough Bridge.
 - Further development of the Grand Concourse.
 - Improvement of the Harlem River by straightening of same at Spuyten Duyvil, and alteration of High Bridge.
 - Increased Police and Fire protection.
 - Improved traffic regulations at various points.
 - Increased transit facilities, including bus lines.
 - Survey of Bronx Industries.
 - Increased co-operation among local manufacturers; also among local merchants.
- You can help in this work by paying your dues promptly, if you are a member, or by joining the Board, if you are not a member.

Programs of The Bronx Board of Trade Bureaus for 1925

CIVIC BUREAU

John Wynne, Chairman.

The **Civic Bureau** during the current year will give its principal attention to at least four propositions which are of utmost importance to The Bronx, as follows:—

1.—The construction of the New **Municipal Hospital** on East 167th and 168th Streets, from Gerard to Walton Avenues, and the further development of other hospitals, public and private, in the Borough. (Also continued operation of **Lincoln Hospital**.)

2.—The construction of the **Municipal Art and Music Center** in The Bronx and the possible construction of a **Municipal Stadium** nearby, or in Van Cortlandt Park, near 242nd Street and Broadway.

3.—Additional **Police** and **Fire protection** for the Borough.

4.—Additional **lighting** for streets in outlying sections of The Bronx, and **improved lighting** for our principal business areas.

INDUSTRIAL BUREAU.

Charles Schneider, Chairman.

The **Industrial Bureau** in 1925 will endeavor to carry out the following program:—

1.—We shall try to make some kind of an **Industrial Survey** of The Bronx, in order that we shall have reliable information as to the exact number of factories of each kind, the number of persons employed, the payroll totals, and value of products.

We are unfortunately placed in a position where the Federal Census Bureau is not making a separate classification for any of the Boroughs, nor is the State Industrial Commission, which makes it impossible for us to secure any information at all of a reliable nature concerning our Industries except such as we may gather ourselves. In 1925, we shall try to get together **reliable statistics** that will enable us to present a real picture of the **industrial aspects** of The Bronx.

2.—Also, we shall try to get our **manufacturers** to become better acquainted with each other and to **co-operate** more fully with us and one another. The Board of Trade is working in their interests and for their interests.

3.—We shall keep in touch with the progress of the work on **The Bronx Municipal Terminal Market**, so that additional contracts for other buildings may be let as soon as possible, and in order that the entire project may be completed at the earliest possible time.

PUBLICITY BUREAU.

Louis H. Werner, Chairman.

The **Publicity Bureau**, taking for granted that it will receive in 1925 at least as much, if not more,

cooperation from the local and metropolitan press in giving space to news-stories concerning Board activities, will concentrate on income-producing activities, as follows:—

1.—To increase the size and scope of "**BRONX-BORO**". As our income from advertising increases, we shall make every possible improvement in the make-up of the magazine, including size of page, character of cover, contents, etc.

2.—We shall issue a 1925 Edition of the "**The Bronx**" **Booklet**, the Guide Book of The Bronx, as soon as possible after Election Day. The Edition for 1924, which is now being distributed, has met with great public favor, and we anticipate that when we are ready to publish the 1925 Edition we shall meet with increased support along advertising lines.

3.—The new book containing the names and addresses of our membership, called "**Who's Who in Business in The Bronx**" has fine possibilities as an income-producer. The Bureau will analyze this proposition from the standpoint of its possible advertising revenue production.

TRAFFIC AND WATERWAYS BUREAU.

Alexander Haring, Chairman.

There are four matters to which the **Traffic and Waterways Bureau** will give particular attention during 1925, as follows:—

1.—Provision for **new rapid transit lines and bus lines**, to Serve our fast growing Borough. We have suggested new transit lines to the Municipal Board of Transportation, which is the agency through which they can be provided, and we shall follow up the progress of these suggestions before that Board.

2.—Construction of the **New York Central Railroad Lines** proposed "**Bronx**" **Station**, at 149th Street and Mott Avenue. The operating officers of the various railroads now terminating at the Grand Central Terminal are aware of the fact that the time has come when they must relieve congestion at the Grand Central Terminal by transferring a good portion of their patrons to the rapid transit lines at a point north of the Harlem River. The time, therefore, would seem ripe to urge the building of this station at once and the making of it a northern Terminal for the Suburban lines, for facilities will be afforded by this station, when completed, for making direct connection with the East side and West side subways at the same point.

3.—Construction of the proposed bridge across the **Hudson River** between **Fort Lee** and **West 178th Street**. The proposed bridge will afford a gateway from New York and the New England States to New Jersey and the South Atlantic Coast and South Eastern States. This traffic will pass through The

Bronx and cross Washington Bridge to this new bridge, and vice-versa, with the result that The Bronx will be able to compete with Jersey City, Newark, Hoboken, and other cities of New Jersey for the local trade of the towns in the vicinity of Fort Lee. Also, it will be possible for Bronx industries to get a part of its labor supply from nearby New Jersey towns. As a matter of fact, **The Bronx will benefit** to a greater extent than Washington Heights or Manhattan will from this new bridge, and we shall do everything in our power to bring about its early construction.

4.—We shall endeavor to get the Port of New York Authority to advance the project for a **marginal railway or industrial belt line** for The Bronx, since this facility is made more necessary than ever by the progress on the construction of The Bronx Municipal Terminal Market.

TRADE AND COMMERCE BUREAU.

Gus. G. Kindervater, Chairman.

There are three matters on which the Trade and Commerce Bureau will concentrate during 1925:—

1.—**The Bronx Central Post Office.** We shall leave no stone unturned to secure for The Bronx what practically every other community of fifty thousand people or over has, a Post Office of its own.

2.—We shall endeavor to secure an **increased spirit of co-operation among merchants of The Bronx**, increased willingness to pull together and to work together for mutual advantage.

3.—In whatever way we can, we shall endeavor to teach merchants the value of **modernizing their stores in every way**, by putting in new store fronts, new lighting fixtures, up-to-date accounting systems, etc. This is an educational proposition primarily, but we shall have the welcome assistance of the United States Chamber of Commerce and the United States Department of Commerce to help the idea along.

MEMBERSHIP COMMITTEE.

James Brackenridge, Chairman.

In 1925 the work of the Membership Committee will lie along three general lines:—

1.—Increased membership for the Board of Trade—**two thousand members**, at least, by the end of 1925.

2.—The securing of a **better type of member**, not the kind who pays \$25.00 for one particular favor in one particular year but who is willing to spend that or more each year over an indefinite period for community benefit, not personal advantage.

3.—**Better support from certain present members.** There are some of our members who are giving us \$25.00 a year each year and who look upon it as an imposition, who should be giving us \$50.00, or \$100.00, or \$200.00 a year freely and willingly. As the year progresses, we shall select these members and try to secure the increased support which the Board should get from them.

OUR COVER PICTURE

The Board of Trade is indebted to the authorities of The New York Botanical Garden, Bronx Park, for the beautiful photograph which we have reproduced on our cover this month.

ACCOMPLISHMENTS OF THE BRONX BOARD OF TRADE IN 1924

During 1924, through its various agencies, its Bureaus and Special Committees, The Bronx Board of Trade aided in advancing the following important projects for the benefit of the citizens of Bronx Borough:

Bronx Municipal Hospital

Further development of the Grand Concourse.

Transverse roadway at Fordham Road

Rice Memorial Stadium and Play-field

Bronx Municipal Terminal Market

Bronx Central Post Office

"Bronx" Station of New York Central Lines

Alteration of High Bridge

Improvement of Harlem River at Spuyten Duyvil

Improvement of Bronx River

Proposed Hudson River Bridge at West 178th Street

Improved transit on surface, "L" and subway lines

Temporary bus service on Grand Concourse

New rapid transit lines

Additional lights on various thoroughfares

Municipal Art and Music Centre

Erection of modern industrial buildings

Adequate rail and water freight service.

YOUR INVITATION TO JOIN THE BRONX BOARD OF TRADE

The Bronx Board of Trade is an organization that for over thirty years has ministered to the business, social and civic welfare of the entire community. It is the representative business and civic service organization of the borough, honored and respected among similar organizations in the City, in the State and the Nation. It has achieved results, the advantages of which you and every man, woman and child in The Bronx, now enjoy. Looking ahead, we invite you to co-operate with us in the study and solution of the tremendous problems that confront us in this wonderful Borough of ours, a Borough that is destined to be the greatest of the Greater City.

We want you to join our ranks, not from a purely selfish motive or for your personal business advantage only, but because you appreciate the advantages secured for you by the Board of Trade in the past thirty years, and realize your obligation and responsibility as a good Citizen to the Community.

Membership in The Bronx Board of Trade is a badge of good citizenship. It is more than that, it is indicative of the good standing and good character of a man. It proves that he is alive to the opportunities that come through association and co-operation and to the value of meeting other successful business men.

All of this is true, but beyond that is the solid satisfaction that comes from a consciousness that we are shoulder to shoulder with those who are working for the betterment of living and working conditions, giving freely of their time and substance for the uplift and improvement of home life, business life and social life.

The membership fee in most of the large civic organizations of the City is double that of The Bronx Board of Trade, and their income is therefore proportionately greater. Our membership, however, compares favorably with others,—but we must add to it from time to time in order to carry on successfully.

Send your name to the Executive Secretary, Mr. Charles E. Reid, Third Avenue and 137th Street, and a representative of the Membership Committee will call on you to receive your signature to an application for membership. Do this and you will make one of the best investments of a lifetime.

LINCOLN HOSPITAL PRESERVATION AWAITS MAYOR'S RETURN

The matter of the City taking over and operating Lincoln Hospital has been referred to Welfare Commissioner Coler and Health Commissioner Monaghan for a report to the Mayor on his return from Florida.

It is estimated that if the City does take over this institution, as strongly favored by our Board of Trade, it will have to make an appropriation of approximately a million dollars to build a Nurses' Home for the institution and to make other improvements, etc.

The Board recently addressed approximately a hundred business men and manufacturers in the zone served by Lincoln Hospital, urging them to write letters to the Mayor, Borough President Bruckner, and Alderman Curley, asking for their co-operation in having the hospital taken over by the City.

RECENT BOARD ACTIVITY FOR THE BRONX POST OFFICE

Early last December, as part of a final concerted activity to impress Congress with the fact that The Bronx merits a Post office of its own, The Bronx Board of Trade forwarded written arguments to various Members of Congress and United States Senators, outlining the reasons why this Community of 1,000,000 should have a Federal Building of its own, to house The Bronx Central Post Office, as well as Federal Courts and other Federal Offices.

The proposed Federal Building for The Bronx will not only serve the Borough of The Bronx but also will serve the Borough of Manhattan from 110th Street north to the city line, as well as the neighboring cities of New Rochelle, Yonkers and Mount Vernon.

Not only did the Board of Trade make these arguments in written form, but also a powerful delegation in which, among others, were President John M. Haffen, James Brackenridge, Olin J. Stephens, John A. Steinmetz, and Executive Secretary Charles E. Reid, went to Washington and on December 10th presented their arguments personally to Acting Chairman Elliott, of the House Committee of Public Buildings.

In addition to carrying the fight to Washington, Mr. Richard W. Lawrence, on behalf of The Bronx Board of Trade recently called on Postmaster John J. Kiely of the New York Post Office and secured his support for The Bronx project.

It is interesting to note that The Bronx Board of Trade is not favoring separation from the New York City Postal District; it does not desire that The Bronx shall lose any of the benefits which accrue to it by virtue of the fact that it is within the New York Postal District, it is working for a Bronx Central Post Office which is to be a branch of the New York Post Office at 33rd Street and Eighth Avenue.

The proposed construction of a Central Post Office for The Bronx, a Federal Building, is a matter which has had the fullest attention of The Bronx Board of Trade for many years.

Some twelve years ago, the late Congressman Joseph A. Goulden's bill to acquire a site for a Post Office for The Bronx met with success, and, following close after, came a visit to The Bronx of a Committee which included Hon. Charles D. Hilles, and the Superintendent of Public Buildings and members of the Senate and House Public Buildings Committees.

As guests of The Bronx Board of Trade, the visitors were shown the various sites that had been suggested for the location of a Federal Building in The Bronx, and the site at 149th Street and Mott Avenue was finally acquired, at a total cost of \$285,000.

The site having been acquired, The Bronx Board of Trade has since centered its activities before the Public Buildings Committees of Congress on the question of providing a suitable building, with success finally in sight.

PREPARING TO BUILD

With the razing of the old frame building adjoining it to the north, the Dollar Savings Bank, 147th Street and Third Avenue, has commenced the construction of its new addition.

NOTED SPEAKERS AT BRONX BOARD OF TRADE DINNER

An imposing array of noted speakers will address those present at the 31st Annual Dinner of The Bronx Board of Trade, Thursday evening, March 5th, at the Concourse Plaza Hotel, 161st Street and Grand Concourse. President John M. Haffen will be Toastmaster.

The principal speaker will be Hon. Pat Harrison, United States Senator from Mississippi, who made a wonderful impression on New York citizens and the citizens of the country generally when he made the nominating speech for John W. Davis at the National Democratic Convention at Madison Square Garden last June.

Senator Harrison has had a remarkably successful political career. At the age of twenty-four he was elected to the Office of District Prosecuting Attorney, which office he held for five years, resigning to accept the nomination for Congressman from his district. He represented his district for eight years, beginning his service as the youngest member of the House; leaving the lower House of Congress in 1918 he has served since as United States Senator.

He has won a national reputation as an orator and statesman, is regarded as one of the real leaders of public thought in the Nation, and is one of the readiest debaters in the Senate.

Satirical, logical, eloquent and humorous, he has probably delivered more Chautauqua lectures and made more after dinner speeches during the last three years than any other United States Senator.

Senator Harrison is a member of the following important committees in the United States Senate: Agriculture and Forestry, Finance, Immigration and Rules.

Another speaker who is sure to hold the interest of the entire gathering is Hon. Harold B. Wells, a Justice of the Country Court, New Jersey.

Justice Wells will deliver an address in which there will be well adjusted measures of sense and nonsense. His topic will be "The Philosophy of Life".

Professor Charles Gray Shaw, of New York University, will deliver the humorous address of the evening, and his remarks are sure to arouse the risibilities of his hearers.

Police Commissioner Richard E. Enright will deliver an address on "Police Problems."

The addresses are to be broadcast, from nine to ten-thirty, by radio station WFBH, of the Hotel Majestic.

The Dinner Committee consists of Leo J. Ehrhart, Chairman; John J. Duffy, Albert Goldman, Robert L. Moran, John Kadel, Louis H. Werner, George Kindermann, Gus. G. Kindervater, Moe P. Stein, Edward R. Koch, Max Deutsch, Albert Behning, Raymond L. Korndorfer, Frank A. Gallagher, William E. Thompson, Daniel J. Barrett, Jacob Hoffman, and Executive Secretary Charles E. Reid.

DIANA TO MOVE TO THE BRONX

Plans are under way to bring the St. Gaudens "Diana", now atop the tower of Madison Square Garden, to The Bronx. Her new hunting grounds will in all probability be the campus of New York University.

CITY UNABLE TO UNDERTAKE TRADE WASTE REMOVAL

The Bronx Board of Trade early in February put itself on record, with the Board of Estimate and Apportionment, as favoring the proposition that the equipment and personnel of the Department of Street Cleaning be employed in the removal of trade wastes, the costs of the service so rendered to be charged against the persons benefited.

At the meeting of the Board of Estimate held on February 20th, Commissioner Alfred A. Taylor, of the Department of Street Cleaning, to whom the Board of Trade's communication had been referred, reported that the experience of the department is that the only practical solution of the question of handling certain classes of so-called "trade waste" (including factory refuse) from buildings that are not used jointly for domestic occupancy and business purposes, is through the medium of privately owned dumps.

The department has issued rules and regulations to department Inspectors to see that the prohibited trade waste is not permitted to be disposed of on the City's scows.

The facilities of the department are entirely inadequate to handle what is considered trade waste, and to attempt to do so would mean the construction of at least 8 concrete dumping boards at an average cost of \$125,000 each, the selection and purchase of sites, also the purchase of sea dumping scows, as well as an annual outlay for inspection force of approximately \$127,038, therefore, a proposition of this kind could not be considered at this time because of the fact that the equipment in the outlying sections of the Boroughs of Brooklyn and The Bronx is not sufficient to give daily service to the householders, and the first concern is to provide for the removal of refuse from buildings used for domestic occupancy, the cost of which this year, owing to the vast growth in these boroughs, will approximate over one million dollars.

CITY TAX RATE FOR 1925 FIVE POINTS LOWER THAN LAST YEAR

New York City's tax rate for 1925 will be 2.68, a drop of five points under 1924, when it was 2.73, according to Comptroller Craig.

The Comptroller states that the reduction in the tax rate, which for the first time in the greater city's history is alike in all boroughs, is due to three factors:

1. The increase of the assessed valuations, which last year were \$11,148,811,493, and this year amount to \$11,901,289,553, a jump of \$752,487,060.

2. Substantial economies in the short term borrowing for the city under the direction of the Comptroller, and greater efficiency in reducing losses from uncollectible taxes.

3. A reduction in the appropriation for the direct state tax.

The real estate valuations by Boroughs for the present year and 1924 follow:—

	1924	1925
Manhattan	\$6,402,525,800	\$6,721,085,292
Bronx	988,158,851	1,074,284,721
Brooklyn	2,689,678,020	2,918,516,535
Queens	904,605,924	1,013,547,506
Richmond	163,842,698	173,468,499

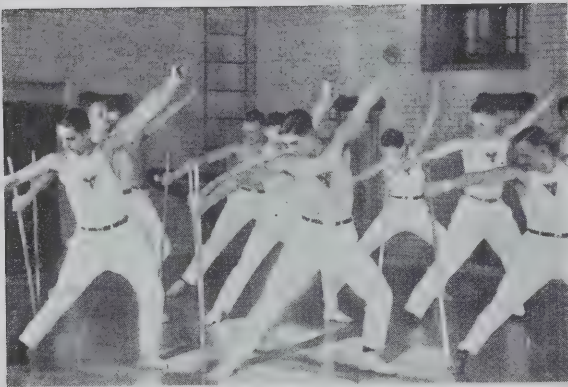
Bronx Y. M. C. A. Activities



THERE IS NO SPORT TO BEAT THIS



MEETING PLACE FOR CONGENIAL PALS



FOR PHYSICAL FITNESS



LEADING IN A DISCUSSION GROUP



INTERESTING SUNDAY AFTERNOON MEETINGS



MEN ARE HELPED TO FIND WORK

What The Bronx-Union Y. M. C. A. Is Trying To Do For The Bronx

"Helping develop better boys for a Better Bronx" tells concisely what the Bronx-Union Branch, Y. M. C. A., 161st Street and Washington Avenue, is trying to do for The Bronx.

There are 364,000 young men and boys in this section of the city from among whom will come most of the great business and professional leaders of the next generation. Opportunities for all-round development are due them.

Such opportunities are being provided by the Bronx Y. M. C. A. to more than 1,500 boys between 12 and 18 years of age who are members and who are reached through co-operation with churches and other groups. It is on behalf of these growing boys—potential leaders, that the Committee of Management of the local "Y" is now actively engaged in an effort to raise from Bronx citizens funds necessary to meet the 1925 Budget items.

Over 90 per cent of the 1925 budget, amounting to \$157,376, will be paid by the members who use the varied character-building privileges. It is

"Y" policy to provide the boy members with the privileges at fees within their reach, less than the actual cost.

This is done by relying on the interest of Bronx citizens to make up the difference, \$15,187. Every cent goes toward making an important service to Bronx men and boys more effective in building better manhood.

They are banking on your interest in youth and your support to the extent of a contribution toward preserving these privileges now available to Bronx men and boys through the "Y":

Swimming, Basket Ball, Hand Ball, Volley Ball, Tennis, Indoor Baseball, Hockey, Calisthenics, Life Saving Instruction, Gymnastics, Track Events, Boxing, Wrestling, Educational Courses, Citizenship Training, Vocational Counsel, Dormitory Rooms, Restaurant, Employment Service, Bible Study Groups.

Men's Meetings, Forum Discussions, Personal Interviews, Life Problems Groups, Church Co-operation,



HELPS BUILD BETTER MEN FOR A BETTER BRONX

Banquets, Billiards, Bowling, Motion Pictures, Entertainments, Musicals, Social Gatherings, Outing, Camp, Educational Trips, Gymnasium Classes.

If you desire to aid this work, send a contribution to-day to the Bronx-Union Branch, Y. M. C. A., 470 East 161st Street.

THE BRONX BOARD OF TRADE OFFERS TRAFFIC PLANS

At the Public Hearing held Wednesday, February 11th, before the new Advisory Committee on Traffic Relief, recently appointed by the Mayor, and consisting of the Chief Engineer of the Board of Estimate, Honorable Arthur S. Tuttle, Chairman, the Corporation Counsel, the Police Commissioner, the Commissioner of Plant and Structures, the Consulting Engineers of the Boroughs of Manhattan, Brooklyn, and Richmond, the Chief Engineer of the Borough of The Bronx, and the Engineer in Charge of the Topographical Bureau of the Borough of Queens, suggestions as to traffic relief were officially presented by The Bronx Board of Trade.

The Board made the following general suggestions with the privilege of making further or more extended suggestions at a later date:—

In the Greater City.

1. The establishment of Municipal Parking Places.
2. The establishment of additional Public Hack Stands. In the Borough of Manhattan, South of 59th Street, it is suggested that Public Hack Stands be established at the intersections of "one-way" and longitudinal streets.

In the Borough of The Bronx.

1. That traffic on Mott Avenue, between 138th and 161st Streets, be limited to "one-way" traffic, north bound.
2. That traffic on Gerard Avenue, between 161st and 138th Streets, be limited to "one-way" traffic, south bound. (The above suggestions are predicated on Gerard Avenue being prepared to take care of this traffic by paving such parts as are at present unpaved.)
3. That the following scheme of handling traffic be inaugurated in the vicinity of 149th Street and Third Avenue:—

That no automobiles be permitted to cross at the junction of 149th Street and Third Avenue, and that the five cross-walks be marked distinctly, so that there will be a dead line over which no vehicles are to pass, excepting trolley cars. In conjunction with this scheme, that Courtlandt Avenue, from 150th Street to 148th Street, be made a one-way south bound street, and that 148th Street be made a one-way east bound; that Bergen Avenue be retained as a one-way north bound, and that Westchester Avenue and 150th Street to Courtlandt Avenue, be a one-way west bound, and that on these one-way streets that parking of cars be permitted only on one side of the street.

Automobiles entering into 149th Street, between Third and Courtlandt Avenues, will do so by making a left turn at Courtlandt Avenue, keeping to the south side, and in coming out by turning, keeping to the north side and swinging into traffic south on Courtlandt Avenue. The same procedure would take place at 148th Street on Third and Willis Avenues, swing-

ing in at Willis, turning and coming out south on Third Avenue. The same procedure would take place on 149th Street, between Bergen and Third and Melrose Avenues, no automobiles to pass the point at 149th Street and Third Avenue. These regulations, while drastic, are really necessary, owing to the tremendous amount of jay-walking that takes place at 149th Street and Third Avenue, and also because this point is so congested with people transferring from the elevated to the subway and trolley cars.

BOARD MAKES INTENSIVE STUDY OF "HUB" STATION SITUATION

Through the Traffic and Waterways Bureau, the Board is making a study of the various plans proposed to relieve the present congestion on the "L" and subway stations at 149th Street and Third Avenue. The plans,—those of the Transit Commission, Board of Transportation, and "The Home News",—were studied in connection with certain well-defined ideas already officially advanced on behalf of the Board of Trade for the relief of the existing situation.

In his individual capacity, Prof. Alexander Haring, Chairman of the Traffic and Waterways Bureau, in addition, with a totally new idea in mind, has suggested a changed track and station layout embodying new elevated platforms and passageways, together with batteries of elevators affording direct transfer to the subway station, and vice versa.

Engineers of the Transit Commission are at the present time making a study of the Haring plan, which was worked out in collaboration with Mr. P. M. Betz, of the N. Y. Central Railroad Co., a member of the Traffic and Waterways Bureau.

The Bronx Board of Trade has always taken a leading part in transit matters in The Bronx, and its committeemen are in part responsible for the present temporary stair and platform structures of the "L" at 149th Street. It is the hope of the Board of Trade that improvements of a permanent and substantial nature will result from the present activity.

BOARD OF TRADE ACTS ON TRANSIT REPORT BY JUSTICE McAVOY

At a meeting of the Board of Directors of The Bronx Board of Trade, held February 25th, consideration was given to the report made to Governor Smith, by Justice McAvoy, on the transit muddle in the Greater City. The recommendations on which the Board acted were made by the Traffic and Waterways Bureau, which had previously made a deep study of the McAvoy report.

In the main, the Board approved the conclusions reached by Justice McAvoy, twenty-one in number.

However, with respect to one leading proposition, the Board disapproved the jurist's conclusions.

Justice McAvoy recommended that, on the completion of the proposed Central Park West-Eighth Avenue subway line, Bronx trains should be eliminated from operation on the Broadway-Seventh Avenue route and carried downtown over the new line.

Approval of this recommendation was coupled with the suggestion that, at the point where the new and old lines intersect each other, provision be made for transferring passengers between the two lines. Some such station plan as that at 149th Street and Mott Avenue would meet the situation.

Future of The Bronx to be Discussed at Big Morris High School Meeting, Friday, March 27

The future of The Bronx will be the theme for discussion at a big Mass Meeting which will be held at Morris High School, 166th Street and Boston Road, on the evening of Friday, March 27th, under the auspices of the Committee on Regional Plan of New York and Environs and The Bronx Board of Trade, and to attend which an invitation has been extended to the members of leading civic, commercial, and social agencies of the Borough.

Through the co-operation of these other local agencies with the Regional Plan Committee and The Bronx Board of Trade, the best possible dissemination of the ideas underlying the Mass Meeting will be secured.

It is predicted that by 1940 the population of The Bronx, now at the million mark, will reach a million and a half. With this increase in population will come an increase in the number of autos owned here, increased traffic on our streets, need for increased recreation-spaces, need for added transit facilities and additional housings.

At present Bronx Borough is held back by lack of east and west transit and highway facilities. North and south trunk lines exist, but direct and easy access to Long Island and New Jersey is altogether lacking. With the completion of such connecting arteries The Bronx may well come into its own as a self-sufficient community.

To solve these future transit, traffic, housing and recreation problems in the best way requires the best technical skill. How best to meet these conditions will be the topics of the experts of the Regional Plan Committee, who will tell the results of their studies at this Mass Meeting called by The Bronx Board of Trade.



MR. THOMAS ADAMS



MR. ERNEST P. GOORICH, C. E.

The principal speakers will be Mr. Thomas Adams, Director, and Mr. Ernest P. Goodrich, Engineer, of the Regional Plan.

Members of The Bronx Board of Trade are urged to set aside the evening of March 27th without fail, to hear these two addresses, and others which will be delivered.

Complete details as to the other speakers, program, etc., will reach you by mail and through the local press from time to time before that date.

Mr. Thomas Adams is General Director of Plans and Surveys of the Committee on Regional Plan of New York and its Environs. He is Chairman of the Advisory Planning Group, which made a preliminary study of the New York Region in 1923.

Also, he prepared the plans, with Mr. Longstreth Thompson for the Thames Valley and West Middlesex Regional Planning Committee of Great London, England.

He is a lecturer on Civic Design of the Massachusetts Institute of Technology, a member of the Visiting Committee of the School of Landscape Architecture, Harvard University, a member of the Board of Gov-

errors of the American City Planning Institute and National (U. S.) Conference on City Planning, and was formerly Town Planning Adviser to the British and Canadian Governments.

He has also prepared plans or acted as consultant to about one hundred Canadian and English Cities, and planned the new towns of Corner Brook in Newfoundland and Kipawa in Quebec. He made the plan of Halifax after the explosion in 1917, and he has acted in advisory capacity in city planning problems in Cincinnati, Kansas City (Kansas), Fresno, (Calif.), San Jose (Calif.), Long Beach (Calif.), North Adams (Mass.), Allentown (Pa.), Tonawanda (N. Y.), Gloversville (N. Y.), and other cities in the United States.

Mr. Ernest P. Goodrich, a graduate of the University of Michigan in 1898, C. E., was Chief Engineer of the Bush Terminal Company of New York, from 1903 to 1907, and has been in private practice since then.

He has done work for the Harbor Commissions of Newark, N. J.; Los Angeles, California; Portland, Oregon; Baltimore, Md.; New Orleans and New York.

He served as Consulting Engineer to the Borough of Manhattan and as Director of the Bureau of Municipal Research, New York City.

As a specialist in city planning he reported on Springfield and Worcester, Mass.; New Bedford, Conn.; Cincinnati, Ohio; Norfolk, Va.; Elizabeth and Newark, N. J.; and Louisville, Kentucky. Also, he has made zoning reports for Omaha and Lincoln, Nebraska, and many cities in New Jersey.

During the war he reported to the War Department on special harbor facilities for war purposes. He is Vice President of the Technical Advisory Corporation, a Director of the American City Planning Institute, also a member of the American Society of Civil Engineers and the American Institute of Consulting Engineers.

COMMUTERS' SUBWAY PROJECT NEARING REALIZATION

A new corporation, including Westchester County, New York City and the railroads serving the County and City, to build and operate the proposed Westchester commuter's subway, was described recently as a possibility by John G. Agar, Chairman of the Westchester County Transit Commission.

"If the proposed corporation does not want to operate the system it might concern itself simply with the construction of the subway and terminals," he said. "The corporation could lease the system to an operating company."

The plan that is being advanced by Mr. Agar contemplates the use of the New York Central Railroad's Harlem Division tracks from Mount Vernon south as far as 140th Street and the Harlem River. It also provides for use of certain trackage of the New York Central's Mott Haven yards, the Putnam Division of the New York Central, and tracks of the New Haven and the New York, Westchester & Boston Railroads.

The proposed commuters' subway would bring the commutation service of all those lines together at 140th Street and the Harlem River. From that point south the commuters would make use of an express subway, routed tentatively under Madison Avenue to Madison Square, to Fifth Avenue, to Washington Square, and thence under West Broadway to the City Hall and eventually to the Battery. Suburban trains would be operated in this subway.

WOULD MAKE PUBLIC PLAY-SPACE PROVISION COMPULSORY

The Bronx Board of Trade has received from the Regional Plan of New York and its Environs a copy of an article by Hon. Edward M. Bassett, entitled "Legislation for Parks and Recreation Spaces".

The following tentative conclusions are advanced by the author of the article:

(1) "State Statutes should require developers to file plats in the proper official recording offices.

(2) "These statutes should provide that no plat showing new streets can be so filed unless play-parks comprising at least (some figure between 8% and 12%) outside of street-space are shown thereon.

(3) "These statutes should explicitly permit the owner, if he wishes, to make a notation on his plat to the effect that the play-parks are not offered for dedication.

(4) "Such play-parks, whether offered for dedication or not, should be exempted from taxation.

(5) "In areas already built up, the municipality should purchase well located play-parks with public funds (the same as school sites)."

The article as a whole is well worth reading, and a request for a copy, sent to the Committee on Regional Plan, will bring the desired result.

BRONX KILLS IMPROVEMENT DEFERRED FOR PRESENT

Despite the strong plea for the immediate improvement of the Bronx Kills, made by The Bronx Board of Trade, in which the Borough, City, and State joined officially, together with the leading civic-commercial organizations of the Greater City, the project recently received another setback when Major General Harry Taylor, Chief of Engineers, U. S. Army, reported to Congress that "neither on the basis of danger to navigation, or delays and congestion, nor of reduced transportation costs is there adequate justification at this time for a large Federal expenditure" on the Bronx Kills.

Declaring that open channel improvements at Bronx Kills would not result in satisfactory navigation conditions, Major General Taylor said that the alternative was a channel with locks on each end, which would cost considerable, and there was no evidence that its benefits would be such as to justify Federal assistance at the present time.

The Board of Trade is not disposed to let the matter remain in this status, however, and already plans are being formulated to initiate a new and stronger campaign to bring about the desired improvement of the Kills, which, in the opinion of the Board, is essential to the early industrial development of the East and Southeast Bronx waterfront.

TO REMOVE OLD "L" CARS

At the request of The Bronx Board of Trade, Mr. Frank Hedley, President of the Interborough Rapid Transit Company, is arranging to remove the old wooden "L" cars from where they are now stored, near Fordham Road, opposite the grounds of Fordham University.

FOURTEEN ESSENTIALS OF A PROGRESSIVE CITY

What must the progressive city possess to insure success? What important factors are known by experience to enter into the development of the modern community?

Here are fourteen essentials as suggested by Ralph Hellman, Dean of the Northwestern University School of Commerce:—

1. Factories, offices, mercantile and industrial and business establishments in proper number, to provide regular and profitable employment, merchandise, commodities, and personal service.

2. A city government which is honest and alert, which operates for service and not for "graft", which provides a competent and efficient administration of all departments of municipal government.

3. A modern and progressive system of grade and high schools, with adequate plant and equipment, and providing equal opportunity for all children.

4. Well located and properly equipped parks and playgrounds for out-of-door sports and wholesome recreation.

5. Churches with intelligent leadership, well supported by the public; providing opportunity for each to worship in accordance with his own conscience.

6. A library well equipped and properly maintained, providing opportunity to develop that breadth of horizon and interest in life which comes from "good reading".

7. Public utilities, providing adequate facilities and good service at reasonable rates, under regulation which is fair both to the public and the utilities.

8. Sufficient facilities for the proper care of the sick and the protection of health and for providing hospital and medical care for those who need it, regardless of their ability to pay.

9. Wholesome relations between employing establishments and their employees, leading to an amicable adjustment of differences and an absence of industrial dispute.

10. Thrifty citizens, who realize that saving is the source of all capital, who spend less than they earn, who consume less than they produce, who thus accumulate a surplus for sound investment.

11. Cordial, co-operative and neighborly relations between the various groups within the city; and also between the city and those who reside in its surrounding trade territory.

12. A strong Board of Trade or similar civic organization which unites all the industrial, business, civic and social interests of the community, for the purpose of concerted action in supporting those activities which are broader than any single business or industry, but which promote the interest and welfare of the community as a whole.

13. An aspiring people who desire to secure for the city and its people the very best in the realms of liberal culture.

14. Citizens characterized by a strong spirit of civic interest and local pride, who believe in their city's present and future, and in "progress" through "service."

ECONOMY — SAFETY —

Both are provided when one's clothes closets are lined with

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The economy comes from providing a "Red Cedar Chest", so dear to women, built right in to the wall—the safety is provided for your clothing, which is protected, absolutely, from the ravages of moths.

FOR NEW HOUSES—FOR OLD HOUSES

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Members of The Bronx Board of Trade

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WORTH READING AGAIN

1. When a stock salesman tells you "now or never" the answer is always "never". Good investments will be here tomorrow. Get sound advice before you buy.

2. Don't try to combine gambling with investment. The more interest the more risk.

3. Don't buy swamp land 1,000 miles from home. If you buy real estate, SEE IT first.

4. Watch out for the man who offers a big stock bonus. It has cost many folks their life savings.

5. Don't invest in another man's dreams. Be especially suspicious of the man who tells you how much a \$100 investment in original Ford or telephone stock is worth now. For every big winner, hundreds fail. A man who has discovered a diamond mine doesn't tell the world about it. Out of every 100 new businesses started, 87 fail and only 13 succeed.

6. Mining costs big money. Shun the man who tells of the mountains of gold that beckon on the blue horizon.

7. If you must gamble, gamble on yourself. Don't play the other fellow's game.

8. Don't stay on the sucker list. If strangers write, offering to make you rich, tell them to take your name off their list. Some of those birds can write!

9. Crooks take advantage of every invention. Watch out now for fake radio stocks.

10. Most fake promoters use the money from stock sales to pay running expenses. Buy mahogany furniture for your own home instead of for a bucket shop.

Your banker will be glad to give you dependable information concerning safe investment opportunities.

Westchester County Park Scenes



Kingsland Point Park, On The Hudson River



A View In Silver Lake Park

Westchester County Parkways Wonderful Achievements

By HON. W. DELAVAN BALDWIN,
President, Westchester County
Park Commission

The Westchester County Park Commission was created under Chapter 292 of the Laws of 1922, giving authority "for the location, creation, acquisition and improvement of parks, parkways and boulevards in and by the County of Westchester." Coincidentally, by another enactment, the State of New York conveyed to Westchester County the 1,100 acre Mohansic Reservation located in Yorktown, and this tract, now known as Mohansic Park, became the first park in the Westchester County Park System.

After studying the County's requirements, the Park Commission, through its recommendations to the Board of Supervisors, launched a large scale, comprehensive park program. Between July 2, 1923 and July 7, 1924 the Board of Supervisors authorized 12 separate park and parkway projects at an estimated aggregate cost of \$7,437,000 for lands having a total area of 3,456 acres.

Additional appropriations amounting to \$1,355,000, have also been made for development and construction work.

As the accompanying map shows, the system includes beaches and water-front parks on the Hudson River and Long Island Sound and interior parks and parkways.

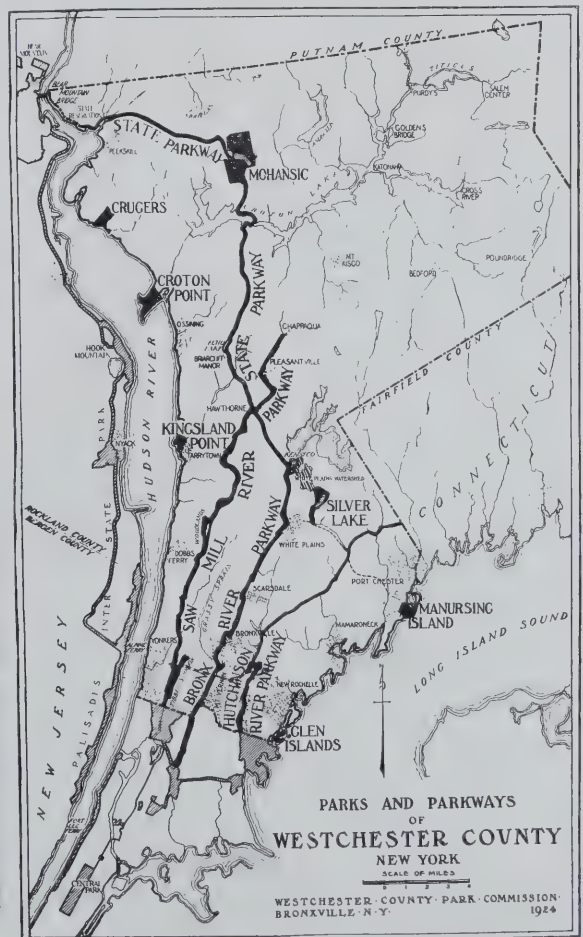
The first park project in Westchester county was the Bronx River Parkway, extending a distance of 15 miles from Bronx Park to Kensico dam. This was a joint undertaking of New York City and Westchester County for the sanitary improvement of the Bronx River. The river was badly polluted with sewage, and its low-lying marginal lands had become refuse dumps. This project is now nearly completed. The reservation consists of controlling strips of land on both sides of the river, and has a paved motor driveway throughout its length, giving an important

traffic outlet for New York City. This parkway connects Bronx Park in New York City with Kensico dam and reservoir, which stores a large supply of Catskill mountain water for New York City's use.

The success of the Bronx River project emphasized the necessity for the comprehensive County park system now under way. On Saturdays, Sundays and holidays, New York City pours out thousands of motor cars into Westchester County. All roads are congested and the problem is serious. In the southerly end of the County there are a series of north and south



GLEN ISLAND PARK ON LONG ISLAND SOUND





Mohansic Park,
A Feature of
The Park
System

ridges roughly paralleling the Hudson River. These ridges separate the valleys of the Saw Mill River, Bronx River and Hutchinson River. The new program includes parkways along the Saw Mill and Hutchinson River valleys.

A controlling principle of the new park system is to preserve the stream valleys, which are of inestimable value and should be preserved as public domain. In their natural condition they are scenically beautiful.

The stream valleys being natural traffic routes, parkways have a multiple utility in that they not only afford open recreational spaces but provide rights of way for motor boulevards and for trunk sewers. These works are of vital importance in the development of a rapidly growing suburban territory such as Westchester County.

New York City has three large parks in the northerly portion of the City. The Bronx River Parkway provides a traffic outlet into Westchester County from

Bronx Park. Van Cortlandt Park, to the west, and Pelham Bay Park, on Long Island Sound, extend along the boundary between New York City and Westchester County.

The new Westchester system will provide connecting parkways from both of these parks into Westchester County. From Van Cortlandt Park, the Saw Mill River Parkway will follow the Tibbetts Brook and Saw Mill River valleys for a distance of 22 miles from Van Cortlandt Park to the source of the river at Chappaqua. A feature of this parkway is Tibbetts Brook Park of over 400 acres, adjoining Van Cortlandt Park and close to the populous sections of the City of Yonkers.

One of the most picturesque sections of the Saw Mill valley is at Woodlands Lake, formed by an old mill dam, near Ardsley. Here the Park Commission has acquired over 200 acres of land which includes a large meadow tract well adapted to varied recrea-

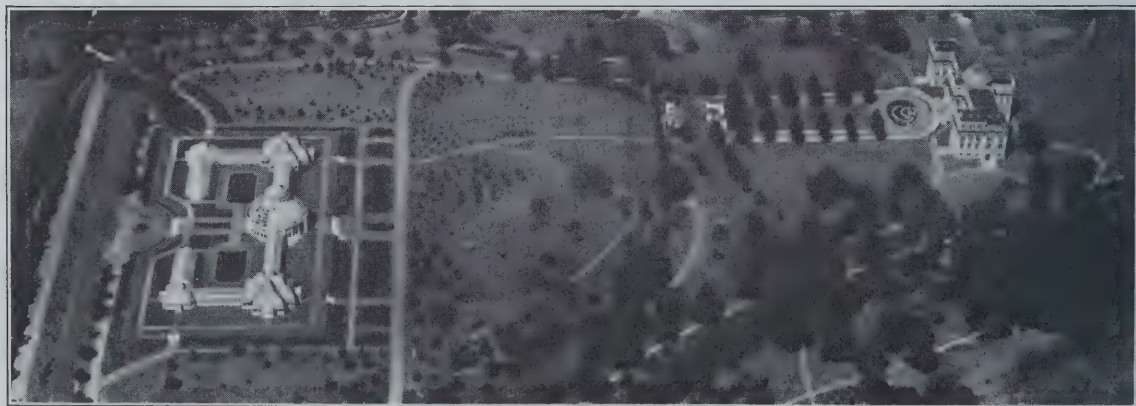


Photo by Maj. Hamilton Maxwell
Copyright owned by N. Y. Botanical Garden

Aerial View of Part of the New York Botanical Garden—Museum Building to The Right, Conservatory Ranges to The Left,—at Southern End of Bronx River Parkway

Along the
Saw Mill
River
Parkway



tional purposes and a thickly wooded, rocky hillside rising from the lake to an elevation of 400 feet.

The Hutchinson River Parkway, following the Hutchinson River valley, is designed to prevent that stream from becoming a nuisance and to provide a traffic route from Pelham Bay Park through Mount Vernon, the towns of Pelham and Eastchester and the outlying sections of New Rochelle to the Connecticut line. This parkway will relieve the pressure of traffic on the Boston Post road. Another motive of the Westchester County park system is to secure water-front parks and public beaches on the Hudson River shore line and on Long Island Sound. Among Westchester's superb natural advantages are 40 miles of Hudson River shore line and about 20 miles of front-

age on the Sound.

Three water-front parks have been established along the Hudson River. One of 93 acres includes Kingsland Point and adjoining lands along the Pocantico River, near Tarrytown. This park adjoins the Headless Horseman bridge near the Old Dutch church of Sleepy Hollow, immortalized by Washington Irving.

Croton Point Park includes the Croton point peninsula projecting into the Hudson River between Tappan Sea and Haverstraw Bay, where the river attains its greatest width. This park has a shore line of over four miles, principally sandy beaches. A diversified area of 350 acres of fields and woodlands affords large scale possibilities for every kind of recreational



Beach at
Croton Park
On the
Hudson River

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Manufacturers Trust Company

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385 Fourth Ave., corner 27th St.
513 Fifth Ave., corner 43rd St.
415 Broadway, corner Canal St.

BORO OF BROOKLYN

774 Broadway, corner Sumner Ave.
84 Broadway, corner Berry Street
225 Havemeyer St., near Broadway
710 Grand St., near Graham Ave.
190 Joralemon St., near Court St.

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THE BRONX

The foregoing projects constitute the system of parks being financed and developed by Westchester County, which established a record by launching such an extensive program in one year.

In addition to the projects described, an extension of the Bronx River Parkway from Kensico dam through Briarcliff and Mohansic Park to the Bear Mountain Bridge, spanning the Hudson River north of Peekskill, is under way. This project, known as the State Parkway, will be financed by the State of New York, as a part of its general State Park program. For this program, a bond issue of \$15,000,000 was approved at last November's elections. One million dollars of this amount will be allotted to the State Parkway in Westchester County, under the administration of the Westchester County Park Commission. This State Parkway will form a connecting link between Westchester County's park system and the Palisades Interstate Park system on the west side of the Hudson.

All of these parks and parkways lie in the metropolitan district of New York City and will form a great suburban system without an equal anywhere.

"SHAMROCK'S" MAST TO BE FLAGPOLE AT N. Y. U.

Joining the 75-millimeter cannon given by Marshal Foch, and other relics dear to the University, the mainmast of "Shamrock IV," Sir Thomas Lipton's international cup contender, will soon rear its slender height above the campus of New York University, at 183rd street and University avenue.

The mast was given to the University by the Irish baronet and yachtsman and will supply the institution with the finest flag pole in the country. It will also be used to support an aerial for radio broadcasting. Surmounted by a masthead light, the beacon will be visible for many miles.

The mast is in two main sections, one of steel 113 feet long, and a top mast, 56 feet long, with wooden spreaders extending laterally for 56 feet. The giant pole is to be equipped with a jack-staff from which the American flag will be flown.

The site selected for the staff is Battery Hill, an English stronghold in the Revolutionary War. Plans for the campus include the development of this site as a memorial to the 3,000 University men who lost their lives in the World War.

development. In its undeveloped state, during the past summer, crowds of 20,000 people came to the main beach at Croton Point and 2,200 motor cars parked there.

The third Hudson River park consists of 267 acres, having a half mile of shore front, near Cruger's Station, about four miles south of Peekskill. A Boy Scout camp was operated at this park during the past season.

On the Long Island Sound shore, Glen Island, off the City of New Rochelle, has been acquired as a County park. As an excursion steamer resort, Glen Island was known for many years to people all over the country. A bridge from the mainland is projected to make it accessible to automobiles.

At Manursing Island, adjoining Rye Beach, a waterfront park of 160 acres has been laid out. With a shore line of over half a mile on the Sound, this park will afford the best salt water bathing in Westchester County. Salt marshes along Manursing Creek will be dredged to form a lake maintained at high-tide level affording still water bathing and boating.

Silver Lake Park of 261 acres surrounds Silver Lake, an attractive sheet of water at the head of the Mamaroneck River, near White Plains. With adjoining watershed lands owned by White Plains and the City of New York, this park will form a forest preserve of over 600 acres.

Mohansic Park, of about 1,100 acres, is located in the northerly part of the County. In 1922 the Mohansic reservation was conveyed by the State of New York to Westchester County for \$1, on condition that the reservation be maintained as a public park. An 18-hole golf course is under construction in this park and will be open for players in 1925.



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Address all Communications to
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 137th Street and Third Avenue, The Bronx

BRONX ROTARY CLUB STAGES CIRCUS IN BALLROOM

A most novel inter-city meeting, in the shape of a dinner, indoor circus, and other entertainments for the Rotary Clubs in the New York and Westchester County Districts, was staged by the host organization, the Rotary Club of The Bronx, in the grand ballroom of the Concourse Plaza Hotel, 161st Street and Grand Concourse, on the evening of Tuesday, February 17th. President John J. Duffy presided, and all present had a great time.

It is believed the occasion was the first time in the history of entertainments that a one-ring circus, with all its embellishments, was staged in a ballroom.

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The circus idea was conceived by Albert Goldman, former President of the Bronx Rotarians.

Following the dinner, speculation ran high as to whether or not a real circus performance was to be given. The ring was there, in the center of the room, well padded and strewn with sawdust, but the novelty of the feature kept skepticism alive until the performers actually appeared. Then all restraints were cast aside.

The ballroom had been attractively decorated. The walls were hung with emblems of the visiting clubs, as well as flags and draperies. The guests all wore fancy paper hats, and they laughed and rollicked like school boys, extracting the maximum amount of noise from the toy gavels, horns, hand clappers, and other instruments of din-making.

The Rotary Clubs represented included those of Manhattan, New Rochelle, White Plains, Tarrytown, Ossining, Scarsdale, Port Chester, Pleasantville, Peekskill, Staten Island, Queens, Brooklyn, and Bay Shore.

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\$10,000 POE FUND SOUGHT

To aid in raising a \$10,000 fund for perpetual care and maintenance of Poe Cottage, in Poe Park, The Bronx, the Poe Cottage Committee, of which Mrs. Charles D. Dickey is chairman, is holding a contest and offering prizes totaling \$200 for the best poem about Edgar Allan Poe.

All applicants in the contest pay an entrance fee of \$2.00, which will be invested in the Poe Cottage Endowment Fund, the entrants' names will be inscribed in the Poe Record Book, which will be kept in the cottage, together with all the poems entered in the contest, which will close on March 15th, 1925.

There is no restriction as to form or length of the poems submitted, but they should be typed, with name and address of author, on durable paper. Checks should be made payable to the Poe Cottage Endowment Fund and mailed to Mrs. W. Hunt Bartlett, 299 Park Avenue.

Contributions of more than \$2.00, of course, will be welcomed.

BRONX AUTO LICENSE BUREAU

The Bronx Board of Trade is supporting legislation pending at Albany amending the tax law by "requiring the State Tax Commission to establish and maintain in the County of Bronx a branch of the Motor Vehicle Bureau," in other words to establish and maintain an Automobile License Bureau in The Bronx.

MORE POLICEMEN PROMISED

In reply to a request from The Bronx Board of Trade for additional patrolmen for The Bronx, Commissioner Enright informs us that the first contingent of the 1,000 additional patrolmen to be added to the force in 1925 were appointed and entered the Training School on March 1st and will graduate on or about June 1st.

The balance of these men will enter the Training School later in the year and practically all of them will be available for duty by the end of the year, at which time he assures us that The Bronx will receive its proper quota.

CHAS. P. BOGART HEADS PIANO CLUB

At the annual meeting of the Piano Club of New York, at its Rooms, 137th Street and Third Avenue, held on Tuesday, February 10th, Mr. Chas. P. Bogart was elected President, succeeding Mr. Albert Behning.

Other officers for the current year elected were: Mr. Edwin B. Bogart, Vice-President; Mr. A. V. W. Setley, Treasurer; and Mr. Charles E. Reid, Secretary.

The following were elected members of the Board of Governors, to serve until 1927: Messrs. John M. Haffen, Joseph V. Miller, Charles D. Mueller, I. E. Bretzfelder, and George Derby.



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How The Bronx Has Grown



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The Artist, with His Pen and Ink, has Vividly Visualized Here the Present Size of The Bronx Compared with Seven Other Large Cities Known Nation-wide

He Shows You Quickly That The Bronx Exceeds in Population San Francisco, Los Angeles, St. Louis, Boston, Baltimore, Pittsburgh, and Buffalo.

You Can Help Its Future Development

National Conference Points Way To Street And Highway Safety

There was held recently at Washington a National Conference on Street and Highway Safety, called by Hon. Herbert Hoover, Secretary of Commerce, for the devising of means and the making of recommendations toward the lessening of the numberless accidents which now kill and maim so many of our citizens.

From the printed report of that gathering we reproduce some of the more important findings and conclusions:

Traffic Planning.

In all states and municipalities there should be specific provision for adequate and timely planning of traffic facilities and traffic-control measures. These activities should be closely co-ordinated nationally, between adjoining states, between states and their political subdivisions, and between the several agencies charged with the provision of facilities and control of their use.

In metropolitan areas faced with highly complicated traffic movement, it is desirable that there be established a **special traffic planning commission** whose duty it is to study the flow of traffic, make recommendations as to the elimination of hindrances to this flow, formulate plans for the correction of unsatisfactory and unsafe traffic conditions, etc. It may be

desirable for this commission to be a division of a city-planning body.

Licensing of Drivers.

No unlicensed person should be permitted to operate a motor vehicle. A reasonable length of time after the passage of the law requiring operators to be licensed should be granted operators already qualified in which to secure licenses without examination. The department or division administering the motor-vehicle law should have full authority to refuse an operator's license to any person and to suspend or revoke a license already issued for any reason deemed sufficient.

Before granting an operator's license, the department or division should determine the applicant's ability to operate a motor vehicle safely by ascertaining his physical and mental fitness and his knowledge of the laws, and by requiring an actual demonstration of his ability to operate a motor vehicle. It is recommended that all states designate the minimum age limit, but that no person under sixteen years of age, and no person who cannot read English, should be permitted to operate, drive or direct a motor vehicle.

Penalties.

Reckless driving and any other flagrant disregard of the rights of others by any user of the streets or

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highways should be vigorously and unceasingly prosecuted. There should be legislation providing adequate penalties for infractions of traffic rules, including mandatory suspension or revocation of licenses for a specified length of time for cumulative evidence of carelessness or irresponsibility, for operating a motor vehicle while under the influence of intoxicating liquor or drugs, or for other serious offenses against the motor vehicle law, and severe penalties for driving during the period of suspension or revocation; there should be a sufficient number of organized traffic officers to detect and prosecute such infractions; and there should be co-operation between states for the enforcement of the laws in each state.

The law with respect to motor vehicles should provide that when any motor vehicle is operated with gross negligence or recklessness, in violation of the provisions of the general motor-vehicle law, resulting in serious injury to persons or property, where such violation has been established by due process of law, the registration of the car should be suspended or revoked and its number plates be removed or other means of prohibiting use of the vehicle instituted for a period depending on the seriousness of the offense.

Speed.

Regulation of speed of vehicles should be directed primarily at reckless driving and should be uniform throughout the country as far as practicable. It should be unlawful to operate a vehicle at a speed greater than is reasonable and proper, having regard for the traffic and the use of the highway, or so as to endanger the life, limb, or property of any person. In order to promote uniformity the speed limits should be subject to general control by state law, which should prohibit any municipality from establishing a speed limit lower than 15 miles per hour, provided that municipalities and other political subdivisions of the state should be empowered to fix speed-limit zones according to local conditions, but should be required to mark the boundaries of such zones plainly.

Safety Education in Schools.

Education in safety and accident prevention should be incorporated in the curricula of elementary schools, both public and private, parochial schools, night

schools, vocational schools, citizenship schools and schools for non-English-speaking adults.

Provision of Playgrounds.

Adequate playgrounds throughout the community should be provided and particularly there should be available a playground for every school, both as a safety measure to keep the children off the streets, and as a means for safety instruction and citizenship building. Special training in safety measures should be provided for playground supervisors. Like the schools, playgrounds should, as far as practicable, be so located that children will not have to cross busy traffic streets in going to and from them.

(Over)

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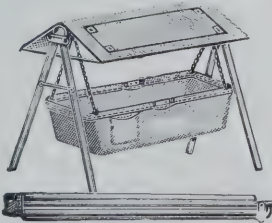
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Uniformity.

Uniformity of traffic regulations is essential. This varies from exact uniformity in the case of definitions of terms, rules of the road, signs, signals and highway markings, and rules for passing railroad grade crossings, to essential uniformity in such matters as reports of accidents, parking regulation, motor-vehicle design, equipment, inspection and maintenance.

Spot Maps.

Accident spot maps should be maintained, to be used primarily to detect those points at which accidents occur most frequently, and as a basis for plans to eliminate the conditions which cause accidents.

Traffic Surveys.

Special regulations for the use of particular streets, including the placing of automatic signs and signals, the designation of arterial streets and highways, and restrictions of class of traffic, direction of traffic, parking privileges and the hours and periods of such restrictions, should be based upon competent traffic counts and analyses and established in accordance with some general plan of traffic movement founded upon the design of the street system of each city.

Segregation of Traffic.

In congested centers and where large volumes of vehicle movement take place between centers considerably removed, it is suggested that an effort be made to segregate street cars, motor trucks and passenger automobiles on separate thoroughfares, and that attention be given to the desirability of restricting unnecessary use of residence streets by through motor-truck traffic.

Day Storage Space for Automobiles.

Each community should reach a decision, based upon present local conditions and probable future development, as to how it will provide for the stopping and parking or day storage of automobiles, and should apply that decision in its city plan.

Design and Equipment of Streets.

While the arrangement of streets and parking spaces is the first essential in securing an even and safe flow of traffic, this must be supplemented for each kind of street by determining the most effective width, corner radius, sight clearance, etc., and the needed equipment, such as safety zones or isles of safety, lighting devices, traffic signals, pavement marking. These will differ with the character of the street and the width of its roadway.

Pedestrians and Motorists.

Pedestrians and motorists should bear a considerate attitude each to the other. Along rural highways, wherever there are suitable sidewalks or paths pedestrians should use them. Where there are none, they can generally walk most safely on the lefthand side facing the traffic, but should not force motor traffic out of line or otherwise impede it. In cities pedestrians should be instructed, urged and required to keep within the boundaries of designated safety zones and crossing places and, when there is congestion, to cross only with the traffic. Motorists should be required to accord pedestrians safe and dignified use of such safety zones and crossing places.

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To safeguard the public against excessive charges, Commissioner of Licenses William F. Quigley has ordered a large supply of receipts printed and he advises those who ride in taxicabs to ask the driver for a receipt after paying the fare.

Quigley points out that a city ordinance requires public hackmen to give passengers a receipt on demand, and drivers who refuse to comply are liable to arrest. Complaints and receipts indicating an overcharge should be sent to the Department of Licenses, which will investigate.

If the taximeter has been faulty the chauffeur will be ordered to reimburse the passenger. If the chauffeur has intentionally extorted more than the legal fare, his license will be revoked.

COMFORT STATION SITES

At the present time quite a number of comfort stations have been completed and more are under construction throughout The Bronx. Our members are asked to offer suggestions as to where additional comfort stations should be constructed.

The Board has recommended the following points to Borough President Bruckner, leaving the way open for additional suggestions to come later:

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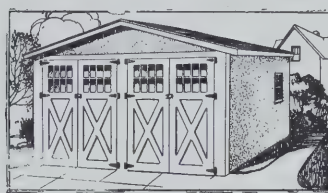
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NEW LOCATION SUGGESTED

A special committee representing the Board of Directors of The Bronx Board of Trade recently called on Hon. Alfred A. Taylor, Commissioner, Department of Street Cleaning, to urge that the designated site of the proposed Municipal Rubbish Incinerator on the Harlem River, on the Manhattan side, opposite New York University, be abandoned, and that another site be selected further away from the University.

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Municipal Board of Transportation Recommends Ten Bus Routes for The Bronx

Officially reporting to the Board of Estimate on the bus lines that should be established at once to afford transportation to those sections of the City most in need of transit facilities, the Municipal Board of Transportation has recommended the authorization of ten routes in The Bronx. All the routes recommended are wholly within the boundaries of the Borough.

The routes proposed for The Bronx are the Concourse-138th Street; Concourse-Hub; Prospect Ave.; Jerome Avenue; City Island; Throgg's Neck; Boston Road; Williamsbridge Road; Eastchester Road; and a Riverdale Avenue line.

The report recommends that all of The Bronx routes except the City Island and Riverdale Ave. lines be operated at a five-cent fare.

Reference is made to the passage of the Municipal Bus Bills by the Municipal Assembly in January. City operation of buses is highly desirable, the report states. If, however, the City is denied the right to run its own bus lines, the report recommends, franchises or permits should be granted to private operators in order to supply the "immediate and imperative need for additional surface transit facilities throughout the City."

It is regarded as probable that no permits or franchises for additional lines will be granted to private

operators by the Board of Estimate until the City's status is finally adjudicated by the Court of Appeals. Estimates of the probable duration of the litigation vary from two months to two years.

The report places the cost of establishing the system of city-owned buses on the routes recommended throughout the entire City at \$11,000,000, of which \$3,000,000 would be spent for the building of garages. It contemplates the purchase or building of 1,259 single or double deck buses. The Bronx lines will need 73 buses, costing \$497,100. It places the cost of operating double-deck buses at 40 cents a mile, including wages of operators, garage charges, depreciation of buildings and vehicles and all fixed charges. Operating cost of single-deck buses is placed at 30 cents a mile.

(Over)

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Proposed Bronx Bus Routes.

The bus line routes recommended for The Bronx are as follows:—

1. **Concourse-138th Street Line:** Beginning at Mosholu Parkway, south on the Concourse and Mott Avenue to the Mott Haven Station of the N. Y. Central lines at 138th Street and Mott Avenue, returning by the same route. (This line is now being operated by the Fifth Avenue Coach Co. on a 60-day revocable permit.)

2. **Concourse-Hub Line:** Beginning at Mosholu Parkway, south on the Concourse to 165th Street, Sherman Avenue, 163rd Street, Teller Avenue, Park Avenue, 161st Street, Courtlandt Avenue, 150th Street to Melrose Avenue. Returning by Melrose Avenue to 151st Street to Courtlandt Avenue and remainder of the same route. (This line is also being operated by the Fifth Avenue Coach Co. on a 60-day revocable permit.)

3. **Prospect Avenue Line:** Beginning at Fordham Road and Third Avenue, with main line ending at 148th Street and Third Avenue, and branch line ending at 138th Street and Jackson Avenue over the following route: Third Avenue to 187th Street, to Crotona Park South, to Prospect Avenue, to 156th Street, to Elton Avenue, to Third Avenue, to 148th Street. Returning along the same route except that it would go through 148th Street to Bergen Avenue, 152nd Street, Third Avenue, to Elton Avenue, and from 187th Street to Fordham Road and Third Avenue by way of Washington Avenue.

The extension to 138th Street runs from Prospect Avenue at 156th Street to Southern Boulevard, to 147th Street and Jackson Avenue. (Part of this route is in operation now from 189th Street and Southern Boulevard to Prospect Avenue and 149th Street. The present line is being operated by individual bus owners under temporary permits.)

4. **Jerome Avenue Line:** From Van Cortlandt Park East and 242nd Street to Fordham Road and Jerome Avenue. Beginning at 242nd Street, south on Katonah Avenue, to 233rd Street, to Jerome Avenue, south to Fordham Road, returning along the same route. (This line is now being operated by the Audubon Transportation Co. under a temporary permit.)

5. **City Island Line:** From West Farms Square (East Tremont Avenue and Boston Road), to Belden Point, City Island. Beginning at West Farms Square, along East Tremont Avenue, to Silver Street, Eastchester Road, Pelham Parkway, Fordham Road, Eastern Boulevard, Pelham Bridge Road, City Island Road and City Island Avenue to Belden Point.

During the summer months, a short line would be operated from the Pelham Bay Park station of the subway at Westchester Avenue and Eastern Boulevard to Belden Point. At other times, when traffic is not heavy, buses would detour to connect with the subway station. This route and one from the Pelham Bay Park subway station is now being operated by the Knickerbocker Motor Bus Co., under a temporary permit.

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6. Throgg's Neck Line: From the Pelham Bay Park station of the East side subway, Westchester Avenue and Eastern Boulevard to Fort Schuyler at Throgg's Neck. Along Eastern Boulevard to East Tremont Avenue, to Miles Avenue, to Meagher Avenue, to Penningfield Avenue, to Fort Schuyler Road, returning along the same route. This route is now being operated by the Eastern Boulevard Bus Co. under a temporary permit.

7. Boston Road Line: From Boston Road and Dyre Avenue to Fordham Road and Third Avenue. Along Boston Road to Allerton Avenue, to White Plains Road, to Pelham Parkway, to Fordham Road, to Third Avenue, returning along the same route. No bus line is operating along this route at present.

8. Williamsbridge Road Line: From the Burke Avenue station of the White Plains Avenue subway to Westchester Square (Tremont and Westchester Avenues). Along White Plains Road to Williamsbridge Road, to East Tremont Avenue, to Westchester Square, returning along the same route. No bus line is operating along this route at the present time.

9. Eastchester Road Line: From the 225th Street station of the White Plains Avenue subway to Westchester Square (East Tremont and Westchester Avenues). Along East 225th Street to Laconia Avenue, to Eastchester Road, to Williamsbridge Road, to East Tremont Avenue, to Westchester Square, returning along the same route. No bus line is operating along this route at present.

10. Riverdale Avenue Line: From West 263rd Street and Riverdale Avenue to the 225th Street station of the Van Cortland Park subway. Along Riverdale Avenue to Spuyten Duyvil Parkway, to Fieldston

Road, to 230th Street, to Broadway, to the 225th Street Broadway subway station, returning along the same route. No bus line is being operated along this route at present.

HOW TO REDUCE GAS BILLS

More than half of all the food consumed in New York State is now prepared on gas stoves, says the New York State Committee on Public Utility Information, which makes the following suggestions for the most economical use of gas:

"Wherever possible, the smaller burners instead of the large burners should be used.

"Remember that gas is no hotter ten minutes after the burner is lighted than it is the instant the match is applied.

"Turn out the gas and light it again if necessary. Do not let it burn idly. Matches are cheaper than gas.

"Keep the burners clean by washing them once a month in boiling water and soda. Clean burners save gas.

"A yellow smoky flame is wasteful, and a small blue flame is the best. If your burners need adjustment, the gas company will gladly make it."

The consumption of gas by a standard range should be approximately as follows:

	Cubic feet an hour.
Broiler	50
Oven burner	40
Giant burner	20
Medium burner	15
Simmerer, or smallest burner.....	5

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141 East 34th Street	Cal.	2888
215 West 34th Street	Lackawanna	6998
11 East 48th Street	Vanderbilt	9455
5 Columbus Circle	Columbus	0904
1 East 125th Street	Harlem	2480
406 East 149th Street	Mott Haven	9053

Brooklyn

361 Flushing Avenue	Williamsburg	0470
644 Manhattan Avenue	Greenpoint	0018
334 Furman Street	Main	9200
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--------------------	----------	------

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The Borough's business men can do more business if they have more people to work on.

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The Bronx Board of Trade is a recognized leader in all projects making for a bigger and better Bronx.

The Bronx Board of Trade is your spokesman. It welcomes, on your behalf, visitors from all parts of the world, and supplies them with information about The Bronx.

You possibly never thought of these various points. Now that you have them before you, make good by keeping up your membership in The Bronx Board of Trade, and urging your friends to join.

WILL INSTALL 24-HOUR LIGHT

Deputy Commissioner Albert H. Liebenau, of the Department of Water Supply, Gas, and Electricity, recently announced that a one-hundred watt lamp would be installed on Tremont Avenue, Transverse Road, at the east end of the tunnel under Grand Boulevard and Concourse, to burn continuously day and night. This is in accordance with the recommendation of the Board.

BIG SOCCER GAMES OFF

The series of games to have been played in New York between the Soccer team of the Indiana Flooring Co. and the Uruguay Soccer team, Olympic champions, has been declared off owing to the inability of the South American organization to bring here a team that would be representative of the team that won the World's Championship in Paris.

STATION NAME CHANGES URGED

The Bronx Board of Trade has sent to the Transit Commission the suggestion that the subway station now designated as "Mott Haven" be changed to "138th Street-Mott Avenue," and that both subway stations at 149th Street and Mott Avenue be designated as "149th Street-Mott Avenue," so that there will be no future confusion at these points.

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ERIE CENTENNIAL COMMISSION STRESSES VALUE OF CANAL

Increased use of the State Barge Canal System for the transportation of foodstuffs and manufactured materials, as well as the important part played by the old Erie Canal in the development of New York, will be stressed during the centennial celebration of the Canal, to be observed in October of this year, according to an announcement from the Erie Canal Centennial Commission with which The Bronx Board of Trade is co-operating.

The Commission has sent a letter to communities along the Canal asking for co-operation in arranging the celebration. Summarizing the benefits derived by the State of New York and its neighbors from the use of the original canal, the committee mentions the following:—

"It demonstrated the ability of a self-governed people to execute a great public work.

"It provided the only practical means of communication between the West and Northwest and the seaboard.

"It turned the tide of commerce from the Mississippi Valley to the East.

"It stimulated emigration to the West and helped settle Middle Western States.

"It opened vast farming regions north and south of its line in New York State and speedily populated whole central New York districts.

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ORNAMENTAL BRIDGE AT 238th STREET FAVORED

In the course of the recent statutory proceedings before the Transit Commission, relative to the 238th Street Bridge matter, The Bronx Parkway Commission advised the Transit Commission that if a bridge is constructed at 238th Street, across The Bronx River Valley and railroad tracks, it should be of an ornamental type suitable to the Boulevard and Parkway.

It is reported that the railroad has two main lines of opposition to the proposed bridge: first, that, even if the railroad tracks were not there, it would be necessary to construct a bridge across the river valley; and second, that they should be required only to pay their share of the cost of an ordinary steel bridge, and not an ornamental bridge.

The Bronx Board of Trade favors the erection of a Bridge across The Bronx River Valley at 238th Street which is in accord with the Bronx River Parkway development.

FOREIGN TRADE CONVENTION

Seattle and the Pacific Coast cities join in inviting business men of the nation to attend the Twelfth Annual Convention of the National Foreign Trade Council in Seattle, June 24, 25 and 26, 1925.

It will attract to Seattle several thousand of the leading financial, industrial, shipping, export and import and commercial men of the United States, and groups prominent in these activities in other countries.

NEW COSMOPOLITAN BRANCH

The Cosmopolitan Bank has opened a Fordham Branch at 307 East Kingsbridge Road.

Late this summer, the new branch will be permanently installed at 273 East Kingsbridge Road.

PLANS FILED FOR NEW BRONX MUNICIPAL HOSPITAL

Plans have been filed in The Bronx Building Bureau for the proposed Bronx Municipal Hospital. As previously reported, the cost will be approximately \$3,220,000.

The Department of Public Welfare will be ready to advertise for construction bids as soon as the final check-up on the plans is made, which will be some time this month (March). Ground should be broken some time in April or May.

At a recent meeting of the Board of Estimate, an appropriation of \$93,000 to purchase the site was authorized.

BARGE CANAL SURVEY FAVORED

The Bronx Board of Trade is on record as favoring legislation pending at Albany creating a Commission to make a study and survey of the operation and facilities of the Canal System of the State, the use thereof for transportation, and the requirements for improving and developing the system and promoting and increasing the use of its facilities.

The Commission is to consist of the State Engineer and Superintendent of Public Works, ex-officio, three Senators, five Assemblymen, and other members to be appointed by the Governor.

BOARD WILL MOVE TO AMEND CITY'S ZONING LAW

At the present time, the zoning law prescribes that, in certain sections of The Bronx, under certain conditions, private garages cannot be built within three feet of any property line, which makes for a useless waste of three feet of ground on at least two sides of such structures.

In the belief that there is no necessity for such a regulation, The Bronx Board of Trade has petitioned the Board of Estimate and Apportionment to rescind the applying section of the zoning law.

CONGRATULATIONS TENDERED

At a recent meeting of the Traffic and Waterways Bureau of The Bronx Board of Trade, his fellow members on the Bureau congratulated Mr. William E. Thompson on his election to the post of Second Vice-President of the Third Avenue Railway System.

FOR MORE CONNECTIONS

The Bronx Board of Trade is taking part in a series of conferences with the leading civic-commercial organizations of Manhattan and Queens Boroughs relative to additional connecting-links between the three Boroughs.

Every Anniversary A Milestone

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CORPORATE STOCK NEEDED

The communication sent by The Bronx Board of Trade to the Board of Estimate regarding appropriations for the completion of Fordham Hospital and improvements for Riverside Hospital, on North Brother Island, has been referred to the Committee of the Whole of the Board of Estimate, which is in charge of the Corporate Stock Calendar.

This Calendar also carries a requested appropriation of \$95,000 for the improvement of the new park area at the southern end of the Grand Concourse, which the Board also will support when it comes up.

BRONX UNIVERSITY WANTED

A Bill has been introduced in the present Legislature creating the University of The Bronx. A similar measure before the Legislature provides for a University of Brooklyn, but the City strongly opposes spending any more than is necessary for education beyond the High School period. The Elementary Schools have first consideration.

CAPITAL LETTERS UNNECESSARY

One of the most intelligent men I ever knew is Dr. William J. Spillman, consulting economist in the U. S. Department of Agriculture. The last time I dropped in at Dr. Spillman's office I found him working on a typewriting machine which has no capital letters. I asked him why.

"Why should it have capital letters?" was his smiling reply. "Why should any machine have two sets of letters? Indeed, why should schools confuse pupils by teaching two sets of letters when one set is enough? Why should business men and others who write many letters continue the practice? I took my capital letters off this machine because I wanted room to put on various mathematical symbols that I really do need."

Then he showed me how he has merely one key which places a little curve over any letter to indicate that it is a capital. Thus one key takes the place of 25 others. When he writes a letter in longhand, Dr. Spillman is similarly economical. He makes his capital letters the same as others, only larger.

I went away wondering how much time might be saved for future generations if business men who write more letters than any other large group, should decide to quit using two sets of letters.—Fred Kelly in "The Nation's Business".

THE PRISON LABOR PROBLEM

In an effort to determine how prisoners may be kept at work without becoming a disturbing competitive factor in certain lines of industry, the Department of Manufacture of the Chamber of Commerce of the United States has embarked upon a study of the problem of prison labor, which has gone unsolved for forty years.

The Board of Directors of the National Chamber, in directing the continuation of this study, said: "Prison idleness is unthinkable, but we believe care and study can devise some proper measure, both of educational training and prison employment, the production of which shall be devoted primarily to State use and not for general sale."

This plan has already been adopted in some States. None of the prison production is sold in the open market and, consequently, does not come into competition with private investment or free labor.

"Too often," says the Department of Manufacture, "manufacturing has been used simply as an expedient to prevent unemployment. While it is agreed that the prisoners should not be permitted to exist in idleness, a plan should be worked out whereby his activities should be so directed as to result in improvement in his physical, mental, and moral condition. It should be the chief objective rather than the utilization of the prisoner to defray the cost of his maintenance."

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NATIONAL CHAMBER REFERENDUM ON POSTAL SERVICE

The Bronx Board of Trade has cast its votes affirmatively on the following four points raised in Referendum No. 44 of the Chamber of Commerce of the United States, on the report of the Committee on Postal Service of the Chamber:—

(1) The Committee recommends that the Post Office should be brought up to a high state of efficiency, and that the attainment of efficiency should be the first consideration in the financial program of the postal service.

(2) The Committee recommends that any revision of postage rates should be based upon a scientific determination in which efficiency is the first consideration, and consideration is given, in addition to cost of operation, to the portion of fixed charges that should be met otherwise than through rates.

(3) The Committee recommends that postal salaries should be readjusted by proper classification on a differential scale rather than on a uniform nation-wide basis.

(4) The Committee recommends that an adequate emergency fund should be made available to the Postmaster General to use in increasing salaries in communities where the Civil Service Commission certifies eligibles cannot otherwise be obtained.

A NEW MEASURE OF TIME

International business interest in the subject of calendar reform will probably be considered by the Council of the International Chamber of Commerce at its next meeting in Paris.

After much discussion and consideration by a special committee of the League of Nations, co-operating with representatives of the Christian churches, the question has been reduced to two alternatives. These are:—

The division of the year into four quarters, each of 30, 30, and 31 day months, with different day names for each of the 91 dates;

The division of the year into 13 equal months of four weeks, each day name being the same for the 28 days.

According to the latter arrangement, Sunday would always be the first day of the week, Easter, Whitsuntide, and other religious feast days would be fixed; Easter coming on Sunday, April 15. The extra month would be Solstice, the seventh of the year. Christmas would always fall on Tuesday, December 25.

Which of the proposed plans American business shall favor is one of the questions to be taken up at the forthcoming meeting of the International Chamber, at Brussels, June 21 to 27.

The time saved under the thirteen-month plan, it is asserted, would mean a saving of hundreds of millions of dollars, but it would introduce confusion into family records of birthdays and wedding days and necessitate the conversion of statistical records of the past to the 13-month scheme for purposes of comparison.

NEW ORGANIZATION PROSPERS

An active interest in civic affairs of the Williamsbridge and Wakefield sections of The Bronx is shown by the rapid growth of the newly organized White Plains Avenue Board of Trade, which, starting with five members, has grown since last November to its present membership of 110 prominent business men in the section, with many more seeking membership.

The pioneer in the movement to secure better business conditions through civic improvements is John C. Bolte, 3837 White Plains Avenue, President of the organization, who is a member of The Bronx Board of Trade.

The complete roster of officers is as follows: John C. Bolte, President; M. S. Gross, First Vice-President; Albert Illich, Second Vice-President; George Ramm, Treasurer; and Ernest Kiefhaber, Secretary.

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CONDENSED STATEMENT

AS OF THE CLOSE OF BUSINESS, DECEMBER 31st, 1924

RESOURCES

Loans and Discounts	- \$57,183,913.65
U. S. & Municipal Bonds	14,076,931.52
Short Term Securities	- 17,740,201.85
Bonds & Other Securities	9,987,418.66
Banking Houses	- - 1,551,071.74
Real Estate (Other than Banking Houses)	- 62,750.00
Cash & Exchanges	- 13,274,125.32
Customers' Liability, Ac- count of Acceptances, etc.	2,670,431.51
	<u>\$116,547,744.25</u>

LIABILITIES

Capital Stock	- - \$3,500,000.00
Surplus and Undivided Profits	- - - 5,081,941.64
Reserve for Taxes	- - 46,686.02
Quarterly Dividend Payable January 2, 1925	- - 140,000.00
Due Depositors	- - 105,468,251.71
Acceptances, Letters of Credit, etc.	- - 2,310,864.88
	<u>\$116,547,744.25</u>

A Comparison of Progress

Year Ending
Dec. 31st

Capital, Surplus and Undivided Profits

Deposits

1921	\$6,025,000	\$ 82,748,099
1922	\$6,829,613	\$ 87,024,850
1923	\$7,622,591	\$ 97,739,622
1924	\$8,581,942	\$105,468,252

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NEW YORK'S STOLEN AUTOS

Of the 10,064 automobiles reported as stolen in New York City last year, 7,101 were recovered, according to a report issued by C. A. Vane, General Manager of the National Automobile Dealers' Association. Police vigilance and certificate of title laws are developing a check to motor thieves from profiting by their thefts, he declared.

The report continues: "Circumstantial evidence indicates that no one to-day purchases a stolen automobile unless he knows it's stolen and hopes to get away with it.

"Recognized dealers in automobiles to-day sell automobiles on time payments, with one-third down payment and the balance in from ten to twelve months. The man who is selling a stolen automobile, however, demands cash, and he is quite generally willing to let an automobile valued at \$600 to \$1,200 go for \$100, \$200 or \$300 cash. He doesn't dare make a time payment sale, and the man who purchases such an automobile knows full well that when such value is offered at such a sacrifice in price there's a catch in it somewhere.

"Without possibility of commercial profit, automobile theft would stop overnight."

HOW CITY'S MONEY IS SPENT; EDUCATION LEADS ALL COSTS

For the purpose of showing how the money of the New York City tax-payers is being expended Controller Charles L. Craig has prepared an analysis classifying the several activities of the City Government in 1925 into nine general groups and showing the appropriations made for each group and its percentage of the total amount of city appropriations computed. A summary of the analysis follows:—

Police protection, punishment of crime, maintenance of order, etc.	\$50,464,771	13.916
Administration of civil justice	10,890,594	3.003
Commerce and transportation	57,885,587	15.963
Mayoralty, City Government, etc.	27,057,989	7.462
Public markets	602,030	1.660
Dependents and unfortunates	26,369,697	7.272
Health conservation	51,678,351	14.251
Fire protection	25,363,071	6.99
Education and recreation	112,317,947	30.973

BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE



Photo by General Photographic Co.

Preparing for Future Bronx Traffic—Progress on Work of Carrying Centre Roadway of Grand Concourse Under Fordham Road.

Vol. II — No. 10



APRIL, 1925

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BRONXBORO

Official Monthly Magazine of THE BRONX BOARD OF TRADE

VOLUME II

APRIL, 1925

NUMBER 10

Future Of Bronx Borough Outlined At Big Public Meeting

In the auditorium of Morris High School, 166th Street and Boston Road, on the evening of Friday, March 27th, was held a public meeting of the utmost import to the people of The Bronx.

The meeting was held under the auspices of The Bronx Board of Trade, in association with the Committee on Regional Plan of New York and Its Environs, and the purpose of the meeting was to discuss the future of The Bronx, and how we should prepare to take care of the transit, traffic, recreation and housing needs of the two million population that it will have by 1940.

In order that these ideas might reach the greatest number of Bronxites possible, the co-operation of some thirty local civic and taxpayers' associations was secured, and all of these contributed their quota to the audience, which comfortably filled the auditorium, despite the inclement weather.

The organizations co-operating with our Board of Trade and the Regional Plan Committee included the Bronx Real Estate Board, Bronx Medical Society, White Plains Avenue Board of Trade, Bronx County Property Owners' Association, Bronx Rotary Club, Prospect Ave. Merchants' Association, Taxpayers' Alliance of The Bronx, Woodlawn Heights Taxpayers' Association, Concourse Community Council, Bronx County Medical Society, Bronx Automobile Dealers' Association, Bedford Park Taxpayers' Association, Bronx Taxpayers' Association, Real Estate Board of The Bronx, Inc., Claremont Heights Property Owners' Association, Agnes M. Craig Association, East Bronx Property Owners', Inc., East Tremont Taxpayers' Association, Westchester Business Men's Association, Fair Play Rent Association, Melrose Tenants' League, North Van Nest Taxpayers' Association, Northwestern Bronx Property Owners' Association, Tremont Board of Trade, South Bronx Tenants' Civic League, Bronx Bar Association, Tremont Taxpayers' Association, Sound View Taxpayers' Association and the City Island Improvement Association.

The Chairman of the meeting was Mr. Alexander Haring, Chairman of the Traffic and Waterways Bureau of our Board of Trade, and the speakers of the evening were: Mr. Thomas Adams, Director of Plans and Surveys of the Regional Plan Committee,

and Chief Engineer Ernest P. Goodrich of the Regional Plan Committee.

CHAIRMAN'S ADDRESS

Mr. Haring, Chairman, addressing the meeting, said, in part:

"It is gratifying to know that so many of you are interested in the progress of the Borough of The Bronx as to set aside previous engagements and to be present at this meeting.

"We ought to congratulate ourselves upon being residents of this fast-growing Borough. Our population in 1880 was only 43,000; since that time we have been rapidly increasing,—the census taken in 1920 gives us a population of 732,000. Since 1920, and up to the present time, we have steadily grown, and the best estimate of our population at the present day is about 1,000,000.

"It is therefore evident that we must look forward to a much larger increase in the population in the next twenty years. While we may be optimistic, yet, based upon previous experiences, we look forward to a population of one and one-half to two millions. To take care of the wants of this future Borough, in the line of transit, housing, and kindred subjects, will require considerable thought and planning.

"We have with us this evening men who have made a study of this proposition, and who will explain their ideas, based upon scientific research, as to how best to plan for the future.

"The Bronx Board of Trade has also, through its Traffic and Waterways Bureau, been a student of this situation and has in mind plans for the development of transit facilities,—likewise the building of at least three or four great Boulevards like the Grand Concourse, or thoroughfares like Jerome Avenue, Webster Avenue and Southern Boulevard. From these great Boulevards will run connecting lines.

"We have favored a Subway up First Avenue, Manhattan, and Willis Avenue, The Bronx; and another along the entire length of the Grand Concourse, which will accommodate residents of that thoroughfare.

"It will only be a question of time when it will be necessary to raze the "L" structure on Third Avenue,



MR. THOMAS ADAMS

and substitute a subway along the entire length of Third Avenue,—the value of this change, when completed, cannot be estimated.

"In the thorough study of the situation, however, routes other than those we name may be the outcome.

"In order to accommodate our large population, housing facilities also must be increased. We believe that in the expansion of these great Boulevards and connecting links, property that is as yet undeveloped, will be rapidly taken up and residences erected that will house our people comfortably and give them near connections with rapid transit routes that must be established, all of which the speakers of the evening will demonstrate."

MR. ADAMS' ADDRESS.

Mr. Thomas Adams prefaced his remarks by outlining the extent of the Region of New York, (50 miles around the present New York City, taking in about 400 communities in the States of New York, New Jersey, and Connecticut), and the personnel and scope of the Non-Partisan Committee on Regional Plan, a body devoting its entire activities to studying and planning for the future New York, whose finances are underwritten by the Russell Sage Foundation. Mr. Adams painted a glowing picture of the future Bronx, saying, in part:

"The Bronx is one of the most important members of the family of communities comprised in the New York region. The Borough occupies an important strategic position in connection with the future growth of the region. The main center of the economic activities of the region still lies in Manhattan, but it is gradually growing northward. At the present moment it is pressing hard against the south bound-

dary of Central Park, but in the next twenty years will have spread northwards to The Bronx.

"Why is it that The Bronx lies in the path of progress along which New York is pursuing its course? The one thing Manhattan has had to contend against is physical obstructions caused by its narrow width between the North and East Rivers. When we reach The Bronx, we have a width of over three times that of Manhattan at its widest point.

"Another reason why The Bronx is likely to grow rapidly in commercial power, as well as in population, in the future is because it is the logical place for the next great railroad improvement in the city and possibly will be the site in the near future of a Union Terminal similar to the Grand Central.

"A third important reason is the fact that the only connection that can be made between Long Island and New Jersey, by means of bridges, would have its main approaches constructed through The Bronx. The next great bridge improvement that should be carried out is the construction of a bridge from Manhattan, near 181st Street, to New Jersey. Such a bridge should be connected with The Bronx by another bridge over the Harlem River and thence, by a new boulevard, connecting with the Tri-Borough Bridge, creating a physical link between The Bronx and Long Island. These and other important features indicate the potentialities of The Bronx in connection with the future growth of New York City.

"Probably the best time to have planned The Bronx would have been about the year 1890, when it had less than 100,000 population. In 1920, its population had grown to 732,016, and it is predicted that in another 35 years it will have about the same population as Manhattan has today, namely over two and a quarter millions.

"The great problem for The Bronx is to take hold of its splendid opportunity and make a plan today for the care of its population in the next thirty-five to forty years. There are retarding forces likely to prevent its growth, and these can only be met and overcome by skillful planning. The Bronx is to some extent in the position that Park Avenue and the Grand



ERNEST P. GOODRICH, C. E.



Photo by General Photographic Co.

The Grand Boulevard and Concourse Has Been and Is A Strong Factor In Handling Bronx Traffic

Central Terminal was twenty years ago. Although largely developed, it is in a state of transition, and the great things that are possible are illustrated by what has happened between 5th Avenue and Lexington Avenue in the last twenty years.

"The question for Bronx people today is whether they will let it drift. There is danger of its becoming a blighted district, or it can seize hold of its opportunities to become one of the most important cultural and commercial centers of the New York region as a result of the exercise of foresight and courageous planning by its citizens today.

"In a few respects it has made a good start with the splendid development of its parks and parkways. It is still far in advance of the three other populous Boroughs of the city in regard to its park area per thousand population. It has to the north of it the wonderful County of Westchester, with its great opportunity for expansion of urban growth and park facilities.

"Its danger lies in trying to solve its problems in separate compartments, by dealing with zoning, or traffic, or transportation, or parks, or other civic elements, as separate features.

"The Municipal Terminal Market will promote the commercial interests of the Borough to a degree that probably few realize. Then there are the great projects to create a fine Municipal Art and Music Center, and for the development of belt rapid transit lines focusing on The Bronx from New Jersey, Westchester and Long Island.

"The program of the Board of Trade is an excellent program, but needs to be co-ordinated in a general plan. The Bronx needs, above everything else, a comprehensive plan."

MR. GOODRICH'S ADDRESS.

Chief Engineer Ernest P. Goodrich illustrated his address with some timely and extremely interesting stereopticon slides, showing present conditions and future possibilities. By means of diagrams of various natures, the important aspects of his talk were strongly emphasized.

In part, Mr. Goodrich said:

"The Bronx is the most rapidly growing Borough in the Greater City. During the decade from 1910 to 1920, it increased 70 per cent. in population, while, during the same period, New York City increased only 18 per cent. **By 1965, the population of The Bronx, it is estimated will be 2,380,000, or as much as Manhattan is today.**

"As she increases in size she will become more and more self-sufficient, probably not sending many more commuters and rapid transit passengers into Manhattan than she does today, when about 550,000 pass daily to and fro between those two Boroughs.

"The percentage of industrial workers in The Bronx is now one-tenth of what it should be in comparison with other communities of her size.

"That the Borough is looking ahead is evidenced by the fact that 65 miles of water mains were laid last year, which amount is greater than was ever laid before in any one year in any Borough. The total mileage of mains on January 1st, 1925, was 677.

"On the same date there were 611 miles of streets, of which 433 had sewers and 352 had been paved.

"The population density today is only 17,500 for each of the 42 square miles in the Borough. By 1965, this density will have grown to 56,800 per square mile. The density today is almost exactly that of the city at large. In 1965 it would be only a little more than half of that of Manhattan at the present time.

"44,000 automobiles are owned in The Bronx today, and there will probably be over 300,000 by 1965.

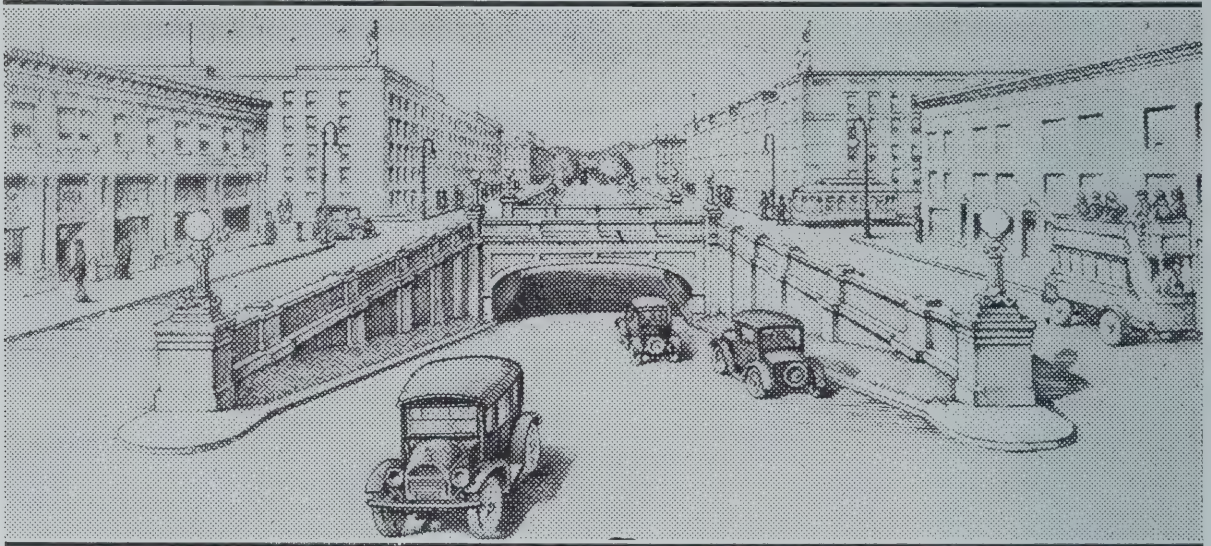
"The Bronx is prominent in the provision which she is making for the recreation of her people by the provision of parks, there being a total of 4436 acres,

or 5.3 acres for each 1000 population. This compares with 1.5 acres per 1000 in the Greater City. The future holds great things in store, provided the present initiative and rate of progress is maintained.

"Among the outstanding public improvement items to be credited to The Bronx today are her parkways, her mileage of developed rapid transit lines, and her Municipal Market.

"Among those which should be sought as goals for the future are a Tri-borough Bridge, with boulevards connecting it with the parkways, the Grand Concourse and the crosstown thoroughfare leading to the proposed Hudson River Bridge at 178th Street, together with the great development, modernization and improvement of the Harlem River Valley to make it one of the wonder waterways of the world."

A program of music was given by the Morris High School orchestra, under the direction of Mr. Edwin S. Tracy, before and between the evening's speeches.



How The Transverse Road at Fordham Road Will Look When Completed

INTERNATIONAL CONFERENCE ON CITY AND REGIONAL PLANNING

Under the joint auspices of the International Federation for Town and Country Planning, the American Institute of City Planning and the National Conference on City Planning, an important International Conference will be held in the Hotel Pennsylvania, New York, from April 20 to 25 inclusive. This is the first time that a conference on city planning has been held in New York.

On Wednesday evening, April 22nd, Mr. Thomas Adams, General Director of the Regional Plan, will read a paper on the subject of "The Making of the Regional Plan of New York", and Colonel William J. Wilgus, the eminent engineer, will present a paper on "Transportation in the New York Region", in which he will outline the preliminary proposals for a trans-

portation system as submitted by him to the Regional Plan Committee. Mr. Frederic A. Delano, Chairman of the Committee, will preside.

JEFFERSON CENTENNIAL

President John M. Haffen, of The Bronx Board of Trade, has been appointed, by Mayor John F. Hylan, a member of the Jefferson Centennial Commission, which is to make arrangements to celebrate, in 1926, the one-hundredth anniversary of the death of Thomas Jefferson, third President of the United States.

Mr. Haffen and other prominent residents of The Bronx who are on the Centennial Commission attended a dinner on the night of Thursday, March 19th, on board the "Leviathan" to discuss the nature of the celebration, and report that the event will be one of great splendor.

The Future of The Bronx—No Limits

By ARTHUR BRISBANE,
Editor, New York "Journal".



MR. ARTHUR BRISBANE

WHO can predict the future of a city that grows from one half a million to a million, adding ONE HUNDRED per cent to its population—while the so-called "fastest growing cities" are proud to increase by TWENTY per cent?

Who can guess what the City of The Bronx will amount to in ten, twenty, or fifty years?

It is the only part of Greater New York of which you may truly say that its expansion is UNLIMITED.

Old Manhattan is bound by its little island limits.

Even huge Staten Island and Long Island ARE ISLANDS, and however big they may become, they must stop somewhere.

The Bronx can grow from its southern extremity to Albany and beyond.

THE BRONX IS THAT PART OF GREATER NEW YORK THAT BELONGS TO THE AMERICAN CONTINENT and is a part of it.

A merchant for whose ability and intelligence I have great respect was urged to open a branch of

his business in a thriving Middle Western city of 300,000 inhabitants. He said: "Why should I go a thousand miles to reach only 300,000 people? When I get to it, I will open a store in The Bronx, where I will reach a million people right away. And while that Western city grows from 300,000 to 350,000, The Bronx will grow from 1,000,000 to 2,000,000."

The Bronx is largely the home of YOUNG people, with the energy and foresight to move with the times and with the trend of GREATER NEW YORK.

The future belongs to the YOUNG, The Bronx owns the future.

We travel over the United States, to Los Angeles, to Miami, to Detroit, Seattle, the marvelous city of the Northwest. New York newspapermen in those cities write of the marvels that have been accomplished in them, the quick growth, the extraordinary future.

Everything said of those great American cities is well deserved. But there isn't anything that can be said of any city outside of The Bronx that cannot be said ABOUT THE BRONX, and then multiplied by two.

Greeley advised young men to go West. The wise Manhattan dweller advises his friends and himself to go NORTH, not to the North Pole, but north, AS FAR AS THE BRONX.

For men already in The Bronx the advice is, realize that yours is THE REAL AMERICAN BOOM CITY. Study it, grow, think and feel and work with it, BUY A PIECE OF ITS LAND, AND NEVER LET GO OF IT.

Do your duty by The Bronx and The Bronx will do its duty by you.

It is a great city now, and those living will see it grow to be a City as great as the Greater New York of to-day, with greater BANKS, greater STORES, greater FACTORIES than any now in New York. And this is a VERY mild prediction.

NEW POSTAL RATES EFFECTIVE

The members of The Bronx Board of Trade are reminded that new postal rates and regulations are in effect April 15th.

Familiarity with the new regulations will prevent delays in the transmission of your mail matter.



Bronx Board Of Trade Leader In Hudson River Bridge Campaign

Governor Smith's signature was affixed to the enabling legislation on April 2nd, and the northern section of New York City will, in a comparatively short time, be connected with New Jersey by means of a bridge across the Hudson River, which will be financed by the sale of bonds issued by the bi-State Port of New York Authority. Neither State nor City money will be used. All the money,—except \$200,000 for preliminary work,—about \$40,000,000 at the most, must be raised by public bond sales in the two States and elsewhere.

It will be a toll bridge until the bonds have been retired from its earnings, after which it will be a "free" bridge.

When the State Legislature approved the bills before it appropriating \$100,000.00 for the preliminary work on a new bridge across the Hudson, "North of 125th Street", to be constructed and operated under the jurisdiction of the Port of New York Authority, that achievement brought no greater joy to any association or individual than it did to The Bronx Board of Trade and its Executive Secretary, Mr. Charles E. Reid.

The Bronx Board of Trade was the Civic Organization in the City of New York which led the Campaign for the bridge on this side of the river, and Mr. Reid was most active at Albany in the closing days of the Legislature, in behalf of the enabling bills.

On Tuesday, March 17th, Mr. Reid went to Albany with Mr. J. W. Binder, Secretary of the Mackay Hudson River Bridge Association, Mr. Isidor Miller, Secretary of the Washington Heights Chamber of Commerce, and Mr. Maple, Secretary of the National Automobile Association, at which time they conferred with Assemblyman McGinnies, Speaker of the Assembly, Lieutenant Governor Lowman, and other influential members of both the Senate and Assembly, relative to this legislation, succeeding in getting considerable new support for it.

Governor Smith was not in Albany that day, but, through his Secretary, Mr. George Graves, the local representatives left a message urging the Governor's assistance for the bills.

On Tuesday, March 24th, and Wednesday, March 25th, Mr. Reid was in Albany once more, this time

accompanied by Mr. Binder and Mr. Charles H. Fuller, Secretary of the Harlem Board of Commerce.

On arrival at Albany they found that the bill was still in Committee in the Assembly and that it would take yeoman work to get it reported out.

Legislative leaders in both Houses were consulted, and also they were joined by Commissioner Julian A. Gregory, Chairman of the New York Port Authority and Counselor Julius Henry Cohen, of the Port Authority, as well as Senator Pierson of New Jersey.

On Wednesday, March 25th, Mr. Reid, Mr. Binder, and Counselor Cohen visited Governor Smith and prevailed upon him to send an emergency message to the Legislature in behalf of the Bridge Legislation.

In this emergency message he said: "New Jersey has appropriated \$100,000 for the preliminary work to be done in the way of traffic studies, borings and the like but this appropriation is also conditioned upon New York doing likewise. Having embarked upon this joint development of the Port District with our sister State and believing that these features of this development are in themselves highly desirable, I strongly urge upon you the passage of the necessary legislation which, together with the legislation passed by New Jersey and the Congress of the United States, will enable the Port Authority to proceed with both the Staten Island bridges and the Fort Lee Bridge, thus facilitating the carrying forward of the projects in which we have jointly engaged with New Jersey."

The Governor's emergency message was delivered to the Assembly on Wednesday afternoon, with the result that the legislation was reported out of the Rules Committee, brought before both Houses of the Legislature and passed on Thursday Afternoon, March 26th, the only dissenting vote in either of the Houses being that of State Senator Strauss, of Manhattan.

It will therefore be seen that the representative of The Bronx Board of Trade, Executive Secretary Charles E. Reid, had a great deal to do with the successful activities in behalf of the Hudson River Bridge Legislation, which is one of the most important legislative measures approved in recent years, for it paves the way for a traffic artery connecting New York and New Jersey which will vitally affect the travelling

public and prove especially helpful to Manhattan, The Bronx, and Westchester County.

When this Bridge was first suggested two years ago, the first Civic Organization in New York State approached on the matter of support for the proposition was The Bronx Board of Trade, and to the active efforts of this organization, and its energetic Executive Secretary, the Washington Heights Chamber of Commerce and Harlem Board of Commerce, is due the success which has finally crowned the Campaign for this new Traffic Artery to connect the sister States of New York and New Jersey.

The final "drive" in behalf of the new Hudson River Bridge got under way at a big meeting at the rooms of The Bronx Board of Trade on the afternoon of Wednesday, March 18th, the principal business at which was a full discussion of the project, and its benefits to the community, and at which many local organizations and organizations from Harlem and Washington Heights were represented. Vice-President Frederick A. Wurzbach presided.

Those who spoke in favor of the new bridge were: Mr. W. W. Drinker, Chief Engineer of the Port of New York Authority, a resident of Bergen County, New Jersey; Mr. O. H. Amann, a bridge engineer of note, who has submitted the most favored design for such a bridge; Mr. J. Conrad Scheider, President of the Washington Heights Chamber of Commerce; Mr. John C. Bolte, President of the White Plains Avenue Board of Trade; Mr. Charles H. Fuller, Executive Secretary of the Harlem Board of Commerce; Mr. A. Everett Peterson, of the Faculty of Evander Childs High School; Mr. Charles E. Reid, Executive Sec-

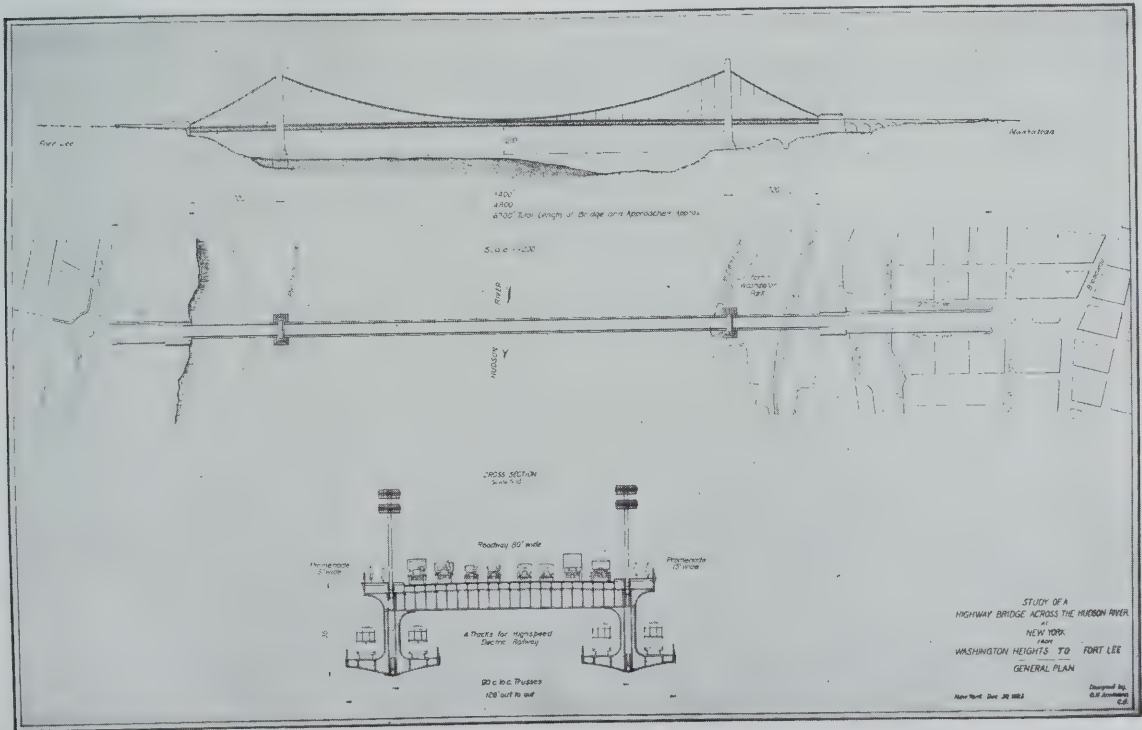
retary of The Bronx Board of Trade; Mr. Alexander Haring, Chairman of the Traffic and Waterways Bureau; and the presiding officer, Vice-President Frederick A. Wurzbach.

Not a dissenting voice was heard—everybody agreed that the construction of such a traffic artery was highly desirable, and, on the motion of Mr. Haring, Chairman of the Traffic and Waterways Bureau, the following resolution, adopted by the Board of Directors of The Bronx Board of Trade on March 11th, was unanimously ratified by the membership of our Board and the representatives of other organizations present:

"WHEREAS, public interest demands that as many means as possible should be provided to expedite the movement of vehicular and pedestrian traffic between the State of New York and its neighboring States, particularly New Jersey; and

"WHEREAS, the State of New Jersey has appropriated funds for the preliminary work in connection with the construction of a vehicular and pedestrian bridge across the Hudson River between West 178th Street, in the Borough of Manhattan, and a point in New Jersey opposite thereto, in the vicinity of Fort Lee, the said bridge to be erected under the supervision and jurisdiction of the Port of New York Authority, a bi-State body; and

"WHEREAS, there is pending in the State Legislature at Albany, New York, legislation which would permit the State of New York to share in this great enterprise; and



The Proposed Hudson River Bridge, Designed by O. H. Amann, Showing Profiles, Span Lengths, Approaches, Etc.

"WHEREAS, in the opinion of many who have studied the possibilities of the proposed bridge, the Borough of The Bronx would benefit to a very great extent by the construction of the proposed Hudson River Bridge from West 178th Street to Fort Lee; and

"WHEREAS, the construction of this bridge would be of great public benefit; therefore be it

"RESOLVED, that The Bronx Board of Trade urge upon the Legislature of the State of New York that it take favorable action at the earliest possible moment on the enabling acts which are before it; and be it further

"RESOLVED, that copies of this resolution, duly attested, be forwarded to his Excellency, Governor Alfred E. Smith, to Lieutenant-Governor Seymour Lowman, to the Speaker of the Assembly, and to the members of the State Legislature from the City of New York, as an earnest of the desire of The Bronx Board of Trade that they do everything in their power to promote the project for the construction of a vehicular and pedestrian bridge from West 178th Street, in the Borough of Manhattan, New York City, to a point in New Jersey opposite thereto, in the vicinity of Fort Lee."



GOVERNOR SMITH SIGNING BILL CREATING "PORT OF ALBANY" COMMISSION

From left to right, Mr. Charles E. Reid, Executive Secretary of The Bronx Board of Trade, which for many years has worked for a deeper Hudson River; Assemblyman Delbert C. Hall, of Albany who introduced the Bill in the Assembly; Corporation Counsel Major Gilbert V. Schenck, of Albany, who worked on the original draft of the Bill; Mayor William S. Hackett, of Albany; Governor Alfred E. Smith; Mr. Albert E. Dale, City Editor, Albany "Evening News", appointed by the Governor to serve on the Port Commission; Hon. Mrs. Florence E. S. Knapp, Secretary of State; State Senator William T. Byrne, who introduced the Bill in the Senate; and Mr. Roy S. Smith, Executive Manager of the Albany Chamber of Commerce, which successfully backed the Deeper Hudson River project, for which \$11,200,000 has been appropriated by the Government.

PORT OF ALBANY AUTHORITY TO FUNCTION AT ONCE

With State machinery clearing the way for the appointment of the Albany Port Commission, now a reality, immediate plans for the laying out of the port boundaries, docks slips and other terminal facilities will be made, according to Albany officials.

The first step in the program tentatively agreed upon, pending appointment of the five Commissioners by Governor Smith, is the retention of a port engineer of national standing to act in an advisory capacity to the Commission. Several candidates for the post are under consideration.

The Bronx Board of Trade for years has been

supporting the project for a deeper Hudson River and while in Albany on Wednesday, March 25th, Executive Secretary Charles E. Reid was present when Governor Smith's signature was affixed to the legislation creating the Port of Albany Authority.

Mayor Hackett, of Albany, and Executive Secretary Roy S. Smith of the Albany Chamber of Commerce joined at the time in publicly thanking Mr. Reid for the assistance which The Bronx Board of Trade has given and which he has personally given, to waterway legislation as affecting the upstate part of the Hudson River.

A photograph was taken of the Governor signing the bill, and a place of honor was given to Mr. Reid in the assemblage surrounding the Governor, in recognition of his services in behalf of the Port of Albany.

MAJOR GEN. O'RYAN TO SPEAK AT APRIL BOARD LUNCHEON

The Bronx Board of Trade will hold a noon-day luncheon at the Concourse Plaza Hotel, 161st Street and Grand Concourse on Thursday, April 23rd, at which the speaker will be Major General John F. O'Ryan, member of the Transit Commission.

General O'Ryan's topic will be: "Transit".

Members of The Bronx Board of Trade have on other occasions heard General O'Ryan talk on related problems, and there is no doubt but what a treat is in store for all who attend.

Your Co-operation is urged in letting the Luncheon Committee know as soon as possible that you will be there, by forwarding your check for reservations.

SUBWAY STATION NAMES TO BE CHANGED SOON

On the petition of the Bronx Board of Trade, the Transit Commission held a formal public hearing at the Rooms of the Commission, 270 Madison Avenue, on Thursday, March 19th, at 10:30 A. M., on the question of changing station designations on the subway lines in The Bronx.

The petition of our Board requested that the station now designated as Mott Haven be changed to "138th Street-Mott Avenue", and that both stations at 149th Street and Mott Avenue be designated "149th Street-Mott Avenue", so that there will be no future confusion at this point.

There was no opposition to the proposed name-change, and it will go into effect as soon as the necessary signs, etc., can be put into place. Major Philip Matthews conducted the hearing.

Mr. Olin J. Stephens, Vice-Chairman of the Traffic and Waterways Bureau, and Executive Secretary Charles E. Reid appeared on behalf of The Bronx Board of Trade, and urged the change in name.

The Interborough Rapid Transit Company was represented by Mr. George Keegan, assistant to President Hedley.

At the meeting of the Commission held on March 31st, a formal order was adopted directing the name change.

ENGLAND'S DETECTIVE AGENCY

John W. England, Director
Former Sergeant, Police Dept., City of N. Y.
Member of The Bronx Board of Trade

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Members of The Bronx Board of Trade

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ALBANY TO BID FOR 1926 A. D. W. A. CONVENTION

The 1925 Convention of the Atlantic Deeper Waterways Association will be held next November, at Miami, Florida, but Albany, New York, will put up a strong fight for the 1926 meeting.

While at Albany recently, on which occasion he succeeded in aiding materially in gaining approval of the Legislation creating the Port of Albany Authority, which will work for a deeper Hudson River channel, Executive Secretary Charles E. Reid, of The Bronx Board of Trade, who is Chairman of the Committee on Time and Place of the next convention of the Atlantic Deeper Waterways Association, was informed by Mayor Hackett, and Mr. Roy S. Smith, Secretary of the Albany Chamber of Commerce, that Albany would strive to obtain the 1926 convention.

If Albany is successful, the chances are that the convention sessions will be held on the steamer "Berkshire," a well-known Hudson River boat, on which the same organization in 1914 held its annual meeting,—the first time any such gathering was held on a steamer. On that occasion, the "Berkshire" went from New York to Albany, making stops at various places en route.

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Members of The Bronx Board of Trade
MUSIC EVERY NIGHT IRVING BERRY, Manager

Board To Seek 100 New Members Next Month

In the week of May 4th, The Bronx Board of Trade will stage a community "check-up", during which it aims to convince at least a hundred Bronx residents and business men that they should support their Board of Trade, supplying the financial and man-power that will enable it to carry on the ambitious program of work which it has undertaken.

The officers and members of our Board will be called on to help in this effort, to the extent of their

ability. Workers are needed—and autos,—when you are asked, give your services, or the use of your auto, freely—a stronger Board of Trade means a better Bronx.

Send us the names of "prospects",—people you know, who ought to belong here, supporting their community organization like you do.

Use the subjoined coupon, or write us a letter, giving names, addresses, and business:

You Should Call on—

NAME	ADDRESS	KIND OF BUSINESS

Do Not Mention My Name

Mention My Name

(Cross out line not applying)

Signed

Address

BRONX "BOROUGH DAY" CELEBRATION ON SATURDAY, JUNE 13th

Committees have been appointed, and are now hard at work on the varied features of the 1925 "Borough Day" Celebration in The Bronx, on Saturday, June 13th, which is expected to surpass, in many respects, the colorful and magnificent celebration of 1924.

The slogan of this year's celebration, now that The

Bronx has attained the million population boosted last year, will be "Two Millions by 1940."

Officers and members of The Bronx Board of Trade will, as usual, be prominently identified with all details of the event.

Mr. Albert Goldman is Chairman of the "Borough Day" Committee; Mr. Leo J. Ehrhart is Vice-Chairman; Mr. August F. Schwarzler is Treasurer; and Mr. Sol Boneparth is Secretary.



OFFICERS

JOHN M. HAFFEN, President
 FREDERICK A. WURZBACH, 1st Vice-Pres.
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Address all Communications to
 THE BRONX BOARD OF TRADE
 137th Street and Third Avenue, The Bronx

In Memoriam

LOUIS A. RISSE
 Died March 10th

**NEW BRONX MUNICIPAL HOSPITAL
 CONTRACTS SOON TO BE LET**

At the meeting of the Board of Estimate on April 3rd, a communication from Commissioner Coler, of the Department of Public Welfare, submitting for approval form of contract, plans and specifications for the construction of the new Bronx Municipal Hospital, to be erected on the plot bounded by East 167th and 168th Streets, Gerard and Walton Avenues, was referred to the Committee of the Whole. It is anticipated that the committee will act at once on this, and report it for approval for the Board, as Mayor Hylan, on March 30th, assured a delegation from The Bronx Board of Trade that speedy approval would be given, so that construction work might get under way.

The work is to be performed under four contracts: (1) General construction work and elevators, \$2,325,000; (2) Plumbing work, kitchen equipment, refrigerators, and fixed or connected hospital equipment, \$300,000; (3) Heating, ventilation and refrigeration work, but not refrigerators, \$375,000; and (4) Electric work, \$60,000.

Through the courtesy of the architect, Mr. Charles B. Meyers, a complete set of blue prints of the new hospital is in possession of The Bronx Board of Trade.

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THE BRONX

**MAYOR FAVORS NEW HOSPITAL
 TO SERVE SOUTH BRONX**

At a meeting of the Committee of the Whole of the Board of Estimate, on Monday, March 30th, when representatives of The Bronx Board of Trade and other residents of The Bronx were urging that the City take over and operate Lincoln Hospital, to prevent its closing down, Mayor Hylan vigorously opposed the proposition, stating that he would rather erect a new City hospital in the South Bronx than to take over the Lincoln hospital buildings.

Borough President Henry Bruckner, and Dr. John J. McGrath, President of the Board of Trustees of Bellevue and Allied Hospitals, were requested to make a survey of the territory and report on a suitable site for a South Bronx Hospital.

To Members of The Bronx Board of Trade—

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 The Bronx Board of Trade

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No Charge To Employers

31st Annual Dinner Of Board A Brilliant Event

The Thirty-first Annual Banquet of The Bronx Board of Trade will go down in our annals as one of the most brilliant in a long line of brilliant gatherings.

Approximately a thousand of the leading business and professional men of The Bronx attended the function, which was held at the Concourse Plaza Hotel, 161st Street and Grand Concourse, on the evening of Thursday, March 5th. President John M. Haffen was Toastmaster.

The honored guests of the occasion, who sat at either side of President Haffen, at the Head Table, included:

Hon. Pat Harrison, United States Senator, Mississippi.

Hon. Charles L. Craig, Comptroller, City of New York.

Hon. Henry Bruckner, President, Borough of The Bronx.

Hon. Richard E. Enright, Commissioner, Police Department.

Lieut.-Col. J. R. Slattery, United States Engineer Corps.

Hon. Harold B. Wells, Former Judge of County Courts of New Jersey.

Hon. Edward J. Flynn, Sheriff, Bronx County.
Mr. Richard W. Lawrence, Director, The Bronx Board of Trade.

Hon. Herman A. Metz, Former Comptroller and Congressman.

Rev. William H. Kephart, D.D., Pastor, Congregational Church of North N. Y.

Hon. James L. Wells, Former President, The Bronx Board of Trade.

Rev. William J. Duane, S. J., President, Fordham University.

Prof. Charles G. Shaw, New York University.

Mr. George H. Willcockson, President, Queens Chamber of Commerce.

Mr. J. Conrad Scheider, President, Chamber of Commerce of Washington Heights.

Mr. Frederick A. Wurzbach, First Vice-President, The Bronx Board of Trade.

The guests and diners began to assemble soon after seven o'clock, and at 7:30 p. m. promptly, all proceeded to the dining-hall, which had been tastefully decorated for the occasion. The Invocation was pronounced by Rev. William Howard Kephart, D.D., Pastor of the North New York Congregational Church.

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Then followed the service of as fine a menu as has graced a banquet board in The Bronx in many a day, which all thoroughly enjoyed. A useful souvenir, bronze book-ends, also was given each person present, as well as a copy of the Annual Dinner Number of "BRONXBORO".

Musical numbers by Walter Walsh's Orchestra aided in keeping everyone entertained during the serving of the various courses.

PRESIDENT HAFFEN'S ADDRESS.

Shortly before nine o'clock, the Toastmaster, President Haffen, called the assemblage to order, and delivered his address of greeting, in which he reviewed the work of The Bronx Board of Trade on many important projects during 1924, and outlined the work before our Board in 1925.

He included in the program of work for 1925 the advancement of the following projects:

- Municipal Art and Music Center.
- Industrial Belt Line or Marginal Railway.
- Bridge across the Hudson River, between Fort Lee and West 178th Street.
- Tri-borough Bridge.
- Increased Police and Fire protection.
- Further development of the Grand Concourse.
- Local Waterway improvements.
- Improved traffic regulations in congested areas.
- Increased transit facilities, including bus lines.
- Bronx Industrial Survey.
- Best lighting facilities for our principal business streets.
- Additional dock and terminal facilities along our waterfront.

Continuing, President Haffen said:

"Also, we shall continue to induce the investment of outside capital in our community; to bring here more manufacturers; to co-operate with other responsible agencies on all projects for the common weal; to give the fullest possible measure of support to Bronx Hospitals and Infirmarys, public and private; to give our fullest support to the Borough's charitable organizations; and to use our best efforts to bring large national industrial Shows and Exhibitions to our Borough.

"In order that we may accomplish these things which we are desirous of accomplishing, it is necessary, absolutely so, to increase the membership and financial strength of our Board of Trade.

"Therefore, we would ask any one present here tonight not a member of our Board of Trade to make application for membership in our organization, and thus give us your financial support, which will enable us to increase our activities. Those of you who are members, I would ask to see to it that your dues are paid promptly each year when the invoice reaches your desk, and to increase your support, now, if possible, by taking additional memberships for your own organization or by inducing your friends to join, or doing both.

"In closing, I ask that each and every one of you here present consider himself a committee of one to see to it that The Bronx Board of Trade is in a position to carry out the projects for the public welfare that I have briefly outlined. Personally, I desire to thank you all for your attendance this evening. Your presence encourages your Officers, Directors and Committees to greater effort."

JUDGE WELLS' ADDRESS

Mr. Haffen introduced as the next speaker, Hon. Harold B. Wells, of Bordentown, New Jersey, a former County Judge, who spoke with the rapidity of a machine gun, and scored a hundred per cent of "hits". Judge Wells' topic was "The Best Philosophy of Life", which he did full justice to, in a talk that fairly swept one away with its admixture of wit and philosophy.

As a man, the assemblage paid the speaker due tribute at the conclusion of his splendid effort.

SENATOR HARRISON'S ADDRESS.

The Toastmaster introduced as the third speaker, the official orator of the evening, Hon. Pat Harrison, United States Senator from Mississippi, who fully lived up to his reputation as a fluent and powerful speaker.

With the same dynamic vitality which gained for him a nation-wide reputation during the days of the Democratic National Convention last June, when he delivered the keynote speech, Senator Harrison conceded his hearty approval of the constructive policies of the Coolidge Administration, including further disarmament and drastic economy, but added that the prosperity of the United States can be retained only by its assumption of its responsibility among the other nations of the world.

The Senator expressed the hope that when the new Congress convenes next December, a real tax cut for the taxpayers of the nation would result.

He also discussed the foreign debt problem at length and condemned France for her objection to paying her debts to the United States under funding arrangements similar to those adopted by Great Britain and other foreign powers.

PROFESSOR SHAW'S TALK.

The next speaker was Professor Charles Gray Shaw, of New York University, whose topic, "Man Alive!", gave him plenty of latitude to keep his auditors in an almost continuous roar of laughter. It's probable that even Will Rogers might not have made as big a "hit" as did the Bronx educator.

COMMISSIONER ENRIGHT'S ADDRESS.

The final speaker of the evening was Police Commissioner Richard E. Enright, who proposed Bronx support for several important New York projects. He declared that the construction of the proposed Tri-Borough Bridge connecting Harlem and The Bronx with Queens, would greatly alleviate traffic congestion in Manhattan, and urged that this bridge be built before any of several others being considered for the City.

Referring briefly to agitation in Westchester County for the incorporation of a large city comprising the smaller municipalities, the Commissioner declared that New York City, and particularly The Bronx, should be interested in the matter sufficiently to strive to discourage the proposed idea and seek to induce Westchester County to become part of Greater New York as another Borough.

Another matter touched upon by the Police Commissioner in his brief talk was the 200th Birthday Anniversary of George Washington, to be observed in 1932. He declared that in view of the fact that Washington took oath of office as the first President of the United States in New York and that many of his

activities with regard to the birth of this country centered here, this celebration should be held in New York, and that The Bronx is the most suitable Borough for the scene of the celebration.

SPEECHES BROADCAST.

Through the courtesy of the management of Radio Station WFBH, at the Hotel Majestic, Manhattan, the addresses of President Haffen, Judge Wells, and Senator Harrison were broadcast through that station, which is controlled by Bronx men. Our thanks are tendered to the management of Radio Station WRW, at Tarrytown, N. Y., for their co-operation in staying off the air that evening in order to permit WFBH to send out our Banquet addresses.

THE BANQUET COMMITTEE.

The Banquet Committee, which made all the arrangements for this very enjoyable function, consisted of Leo J. Ehrhart, Chairman, John J. Duffy, Albert Goldman, Robert L. Moran, John Kadel, Louis H. Werner, George Kindermann, Gus. G. Kindervater, Moe P. Stein, Daniel J. Barrett, Edward R. Koch, Max Deutsch, Albert Behning, Raymond L. Korndorfer, Frank A. Gallagher, William E. Thompson, Jacob Hoffman, and Executive Secretary Charles E. Reid.

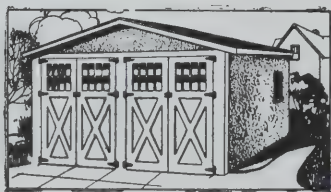
INTEREST RATE RAISED

In accordance with authorization given by its Board of Directors recently, the Port Morris Bank is now paying four per cent interest on thrift (savings) accounts, instead of three, as formerly.

This step was determined upon as a means of encouraging savings in the Mott Haven district, which the bank serves.

The Port Morris Bank, which opened for business on December 1st, 1922, at the northwest corner of 138th Street and Willis Avenue, has had a truly remarkable growth in resources.

On March 27th, 1923, the total resources of the institution were \$526,711.16; on March 20th, 1924, they had grown to \$1,902,662.68; on March 25th, 1925, they had reached \$2,169,094.90; an increase of over 300 per cent in two years.



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AID FOR JERSEY SHIP CANAL

On March 12th, President J. Hampden Moore, Secretary Wilfred H. Schoff, Mr. W. E. Bernard, Vice-President of the Vessel Owners' and Captains' Association, and Executive Secretary Charles E. Reid, of The Bronx Board of Trade, as a Committee representing the Atlantic Deeper Waterways Association, conferred with Col. Herbert Deakyne, Northeast Division Engineer, Corps of Engineers, U. S. Army.

The topic of the conference, the result of which was satisfactory to the committee, was a survey to ascertain the probable commerce of the proposed Ship Canal across the State of New Jersey.

President Moore is of the opinion that, when this short-cut between the ports of New York and Philadelphia is provided, at least 5,000,000 tons of commerce will be carried over it yearly.

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LOUIS A. RISSE, CONCOURSE PLANNER, LAID TO REST

Mr. Louis A. Risse, who, as Chief Engineer of the Topographical Bureau of the "Department of Street Improvements of the 23rd and 24th Wards", drew the original plans for our Grand Concourse, died at his late home, No. 599 Mott Avenue, to which he had been confined for several years by illness, on Tuesday, March 10th.

There has always been a close connection between the Grand Concourse and its development and The Bronx Board of Trade, for it was the Board of Trade's support for the project that aided materially in gaining approval by the City and the appropriation of the necessary funds.

Moreover, Mr. John C. De La Vergne, first President of our Board of Trade, gave the first \$1,000 of the funds needed to publish the plans and drawings of the Concourse project, in order to gain public support, which it eventually did, with the aid of the leading citizens of the community banded together in the Board of Trade. In the rooms of The Bronx Board of Trade today, framed and hanging on the walls, are the original drawings by Mr. Risse, perspective views of the projected Concourse.

Also, Mr. Risse, as a public-spirited citizen, actively participated in the organization of our Board of Trade in 1894, and was a Charter Member, being identified with important matters in the hands of the Board up to some five years ago, when he had to retire from all activity, being confined to his home through illness.

As a mark of respect to the memory of our late co-worker, President John M. Haffen appointed the following Charter Members of The Bronx Board of Trade to represent us at the funeral ceremonies: Olin J. Stephens, John F. Steeves, Hon. James L. Wells, Hon. W. W. Niles, Hon. Louis F. Haffen, Louis Baron. Adam P. Dienst, Martin Walter, and John De Hart.

At a meeting of the Board of Directors of The Bronx Board of Trade, held March 11th, further tribute was paid to Mr. Risse's memory by the adoption of the following resolution:

"WHEREAS, Almighty God, in His Eternal Wisdom, has removed from our midst our fellow-worker in The Bronx Board of Trade, Louis A. Risse, in the seventy-fourth year of his life; and

"WHEREAS, Louis A. Risse had been a resident of this community for nearly forty years, during which time he had served it ably, faithfully and conscientiously as Superintendent of Parks and later as Chief Engineer of the Topographical Bureau of the Department of Street Improvements of the Twenty-third and Twenty-fourth Wards, under Commissioner Louis J. Heintz and his successor, Hon. Louis F. Haffen; and

"WHEREAS, while serving as Chief Engineer in the Department of Street Improvements of the Twenty-third and Twenty-fourth Wards, Louis A. Risse prepared the original plans for the Grand Boulevard and Concourse in the Borough of The Bronx, which Grand Boulevard and Concourse has added greatly to the fame of our Borough, as well as to the taxable value of the real property along its entire length and in the vicinity thereof; and

"WHEREAS, Louis A. Risse was a Charter Member of the North Side Board of Trade in the City of New York, now The Bronx Board of Trade; and

"WHEREAS, the membership of Louis A. Risse in The Bronx Board of Trade and the benefits that have accrued to the Borough of The Bronx by virtue of his civic activities have added fame and lustre to the community; therefore be it

"RESOLVED, that the Board of Directors of The Bronx Board of Trade, at this regular meeting, held on this eleventh day of March, 1925, cause to be spread upon the minutes this resolution, as a mark of respect to the memory of the late Louis A. Risse; and be it further

"RESOLVED, that a copy of this resolution, suitably prepared and inscribed, be presented to the family of the late Louis A. Risse; and be it further

"RESOLVED, that the Charter of The Bronx Board of Trade be draped in mourning for a period of thirty days from date, as an additional token of respect to his memory."

POSTMASTER KIELY SUPPORTING BRONX P. O. PROJECT

Unfortunately for The Bronx, the Congress that adjourned on March 3rd, did not pass the Elliott Bill, which provided for a six-year public building program, at the rate of \$25,000,000 a year, and the passage of which would have assured us our Bronx Central Post Office in very quick order. It passed the House, but not the Senate.

The measure will be re-introduced at the next Session of Congress, in December, since it has the approval of President Coolidge,—meanwhile, The Bronx Board of Trade will keep up an unremitting campaign in behalf of proper recognition of the postal needs of The Bronx by constructing a Federal Building here.

We are pleased to record that we shall have the hearty support of Postmaster John J. Kiely, of New York City, who has expressed himself on the topic, to Mr. Richard W. Lawrence, a Director of our Board, as follows: "If a post office building is constructed on the government-owned site, Mott Avenue, 149th Street to 150th Street and Spencer Place, it could be used to advantage in the handling, distribution, dispatch and the delivery of mails originating in or destined to The Bronx and upper Manhattan.

"The government-owned site is conveniently located to the New York Central and the New York, New Haven and Hartford Railroad Lines. The mail handled for the territory mentioned is greatly increasing in volume and improved facilities located at that point for handling the business is in my opinion warranted and should be provided for in the near future.

"It is my purpose to bring this matter to the attention of the First Assistant Postmaster General with appropriate recommendation."

ORDER YOUR COAL NOW

April is the month when the price of coal is lowest, and when all forward-looking people ought to fill their coal bins for the coming Fall and Winter seasons.

The man who puts in his year's supply of coal now won't have to worry about strikes, bad weather, or any other contingency affecting coal deliveries.

WELFARE COUNCIL FORMED TO CO-ORDINATE CHARITIES

The Joint Committee on Welfare Agencies of Greater New York, composed of five representatives from each of the five leading civic organizations of the Greater City,—the Chamber of Commerce of the State of New York, the Brooklyn Chamber of Commerce, the Merchants' Association of New York, The Bronx Board of Trade, and the Queensboro Chamber of Commerce,—by a mail vote recently adopted a resolution endorsing the plan proposed by the Co-ordination Committee for a Welfare Council, and urged that all civic, business and social agencies give it their heartiest co-operation and support.

The representatives of The Bronx Board of Trade on the Joint Committee on Welfare Agencies are Messrs. Frederick A. Wurzbach, Richard W. Lawrence, William W. Niles, Olin J. Stephens and William H. Kephart, D. D.

As a result of this action, the Welfare Council of New York City, the most comprehensive movement for the further co-ordination of charitable and social work ever attempted anywhere, came into being early this month.

As the initial step in the establishment of the Council, its first Board of Directors has been appointed. This Board of Directors is composed of seventy-five members, including, ex-officio, the Mayor, the heads of various City Departments, and representatives of the public, and of the City's two thousand philanthropic and social agencies.

Messrs. Richard W. Lawrence and Olin J. Stephens, of The Bronx Board of Trade, are members of the Board of Directors representing the public.

Plans are under way for the selection of officials and an Executive Committee by the Directorate, the appointment of a staff, and the opening of executive offices.

The magnitude of the task contemplated by the Welfare Council is best visualized in the fact that the

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two thousand widely-diversified agencies to be brought together, on a basis of voluntary but methodical co-operation, for greater economy, efficiency and effectiveness, annually expend eighty millions of dollars.

The five great purposes of the formation of the Welfare Council are: better knowledge of the City's social needs and social resources; better team work among the agencies; higher working standards; better public understanding of social work; and better public support of the social agencies.

PROPOSED EXTENSIONS OF SUBWAY EXPRESS SERVICE

The Bronx Board of Trade is participating in the public hearings now going on before the Transit Commission relative to proposed extensions of express service in the morning "rush hours" on the Broadway, Jerome Avenue, and Pelham Bay Park subway lines.

The Board of Trade is particularly interested in obtaining provision that some express service to City Hall shall be given to the residents of the East Bronx, instead of the Commission's proposed "local-express" service.

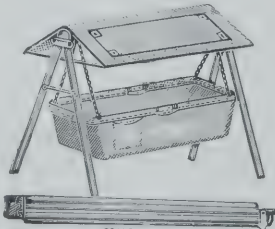
Unless some of the trains from Pelham Bay Park are operated as expresses south of 125th Street, the proposed relief under consideration by the Commission will be of comparatively little benefit to East Bronx-ites.

AT BRONX DEALERS

NATHAN Comfy Crib

TAKE BABY AUTO RIDING IN COMFORT

Crib of Olive Drab material with pocket on side. Metal frame of crib folds. Nickel plated chain and springs. For use in open or closed cars. Stand with canopy folds.



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\$5.75 COMPLETE

Crib only.....\$2.98

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Complete Crib
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Mattress only..... 1.25

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BOARD SEEKING ZONING LAW CHANGE ON PRIVATE GARAGES

In complying with requirements of the Building Zone Resolution, which the Superintendent of Buildings has no power to modify, it is often necessary to leave a rear yard behind a private garage from one foot to four feet in depth.

This space behind the garage is of no possible use to the owner and of no benefit for light and ventilation to owners of adjoining properties, and is usually occupied for the storage of rubbish, old tires, etc., and is an unsightly detriment to the adjoining properties.

To effect a remedy for this condition, The Bronx Board of Trade has filed a petition with the Board of Estimate, asking the Board to amend Section 17(b) of the City Zoning Resolution, governing rear yards, by permitting a private garage to locate on the rear lot line, in a residence district, provided that a yard of the required depth be maintained between the front wall of the garage and the rear wall of the dwelling on the lot.

NEW FERRY SERVICE APPROVED

The Board of Estimate and the Sinking Fund Commission both have approved the plans of the Dock and Plant & Structures Departments for taking over the waterfront property on the East River between East 134th and 135th Streets, and at College Point, for the purpose of ultimately establishing a second ferry line between The Bronx and College Point. The project had the fullest approval of The Bronx Board of Trade. Our Board also was responsible for the initiation of the activity which resulted in the establishment of the municipally-operated Clason Point-College Point Ferry.

INDIANA FLOORING COMPANY ISSUES FINE CATALOGUE

The Indiana Flooring Company, 234 Rider Avenue, The Bronx, has issued a very fine catalogue on "Wood Floors" which is one of the most complete treatises on this subject ever promulgated, containing information that has never been offered before to those interested in wood floors.

Not only are patterns shown, but also there are many color plates showing exactly the colors and grains of various woods. It is a catalogue that should be in the hands of every builder and house owner.

Bronx Business Men will enjoy Lunch at

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BAKERY and RESTAURANT
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NATIONAL CHAMBER MEETING

The Thirteenth Annual Meeting of the Chamber of Commerce of the United States of America will be held in Washington, D. C. on May 20th, 21st, and 22nd, 1925.

The New Building of the National Chamber will be formally dedicated on Wednesday evening, May 20th, and it will be used throughout the meetings as headquarters for Registration, Group Meetings and General Sessions, with the exception that the large General Sessions will be held in the new Washington Auditorium.

The meetings of the National Council will be held in the Chamber's New Building, Tuesday, May 19, 1925, beginning at 10:00 o'clock A. M.

Mr. Albert Goldman is the representative of The Bronx Board of Trade on the National Council. Executive Secretary Charles E. Reid is Substitute National Councillor.

As usual a large and powerful delegation, headed by President John M. Haffen, will represent The Bronx Board of Trade at this important gathering.

BUICK CO. BRANCH MOVES

The Bronx Buick Company's Concourse Branch salesroom is now located at 2402 Grand Concourse, two blocks south of its former location.

The accommodations for visitors and salesmen at the new location are far superior to those at the former salesroom. Mr. Herbert E. Ross is in charge.

DOLLAR SAVINGS BANK

OF THE CITY OF NEW YORK

Third and Willis Avenues
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Over 82,000 Depositors \$60,200,000 Deposits

Paid to depositors in dividends since Organization over Twelve Million Dollars

Money to loan on Pass Books and
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BRONX TERMINAL FOR SUBURBAN LINES NEARING REALIZATION

President Patrick J. Crowley and Chief Engineer George W. Kittridge, of the New York Central Lines, are giving their enthusiastic support to the proposal recently made by Hon. John G. Agar, Chairman of the Westchester County Transit Commission, that the five railroad lines now serving suburban New York be converged at a terminal station in the lower Bronx and that a new subway route for these trains be constructed down Madison Avenue to lower Manhattan.

The proposed railroad terminal in the lower Bronx, which will be erected somewhere between 138th and 149th Streets, in the Mott Haven district, will therefore be used jointly by all of the railroads now connecting Westchester County with New York City. The cost of the proposed Bronx terminal and new subway will be borne by the railroads participating in the movement.

Those interested in this movement to alleviate the Westchester County transit situation say that the construction of the new Bronx terminal and the proposed subway down Madison Avenue will relieve, to a material extent, congestion in the present subways, and in particular would remedy the intolerable conditions at Grand Central Terminal during the evening rush hours.

The Bronx Board of Trade, through a Committee of the Traffic and Waterways Bureau, is very much interested in this proposal, and is participating in activities in connection with it, in behalf of The Bronx.

As further developments occur, we shall be pleased to keep our membership informed concerning whatever progress is made.

GOLD MEDALS AWARDED TO GAS COMPANY EMPLOYEES

At a little gathering at the Franklin A.C., Westchester, recently, three employees of The Bronx Gas and Electric Company who have been in the employ of the company for more than twenty-five years were presented with gold medals commemorative of their long service by President Eugene H. Rosenquest.

The honored employees were William A. Deegan, Superintendent of the Gas Distribution Department, who entered the company's service August 1, 1895; Frederick C. Towers, Superintendent of Electric Production, whose employment dates back to December 20, 1897; and Thomas Leddy, who started his employment on February 1, 1900.

President Rosenquest, who has been at the head of the company since its inception, in 1893, also was the recipient of a service medal, which was presented to him by Hon. George B. Cortelyou, President of the Consolidated Gas Company.

With these four members as Charter Members, a "Quarter Century Club" was founded as a result of this gathering.

PLANNING SALES AREAS

The United States Department of Commerce, under date of February, 1925, issued a Trade Information Bulletin, No. 314, entitled "Planning Salesmen's Territories," by G. E. Bittner, Special Agent, Bureau of Foreign and Domestic Commerce, which is well worth sending for. It is free.



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Your laundry is done under strict sanitary conditions by expert laundresses and is delivered in such a neat and clean way that it will delight the most particular house-wife.

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IT'S WELL WORTH WHILE TRAVELLING "THE SECOND MILE"

Mr. H. Uehlinger, Credit Manager of the Hilo Var-nish Corporation, is the author of an article, entitled "The Second Mile in Business," printed in the January, 1925, issue of "Trained Men," a publication of the International Correspondence Schools, of Scranton, Pa. which is of more than passing interest, and which should be read by every business man.

Lack of space prevents reproduction of the article, but perhaps the following extracts will give an idea of the nature of Mr. Uehlinger's thoughts:

"Were I asked what I consider the most important part of my work as a credit man," says Mr. Uehlinger, "I would be obliged to say, making better customers out of poor ones."

"The second mile in business is that extra mile you travel with your customer beyond the exchange of dollars for merchandise, whereby through advice and counsel you build him up, department by department, wherever he is weak, until he is whole and successful as you are, on the theory that if you make a better customer he is going to buy more of everything he buys and sells. It is an ideal, and ideals begin with capital 'I'."

CONCOURSE SUBWAY LINE APPROVED BY CITY BOARD

The Municipal Board of Transportation announced on March 21st, its approval of a subway line under the Grand Boulevard and Concourse, in The Bronx, a four-track line 4.85 miles long, (12.20 track miles), to cost \$38,681,000.

The Concourse Line will run from a connection with the Washington Heights Line at St. Nicholas Avenue and 155th Street, under 156th Street to the Harlem River, to Jerome Avenue and 162nd Street, under 162nd Street to the Concourse and under the Concourse to Bedford Park Boulevard (200th Street).

The proposed Bronx-Concourse Line, as it is officially designated, is one of the new lines for The Bronx suggested by The Bronx Board of Trade. In our opinion, however, it would have been better to have designated a route taking in part of Mott Avenue, from about 153rd Street, making it possible to have the new line serve the Municipal Terminal Market.

BOARD MEMBERS ON HAND TO HELP PRY THE LID OFF

"Batt-rees for to-day"

When that announcement we were all waiting for anxiously was made on Tuesday, April 14th, at the Yankee Stadium, a large delegation of members of The Bronx Board of Trade and their friends was on hand to give The Bronx team encouragement in the initial contest of the 1925 season, in New York City. A large banner, bearing the legend: "The Bronx Board of Trade, Leading Civic Organization," marked the section reserved by our Board Members.

ANNEX WILL COST \$150,000

The cost of the new two story annex which the Dollar Savings Bank is erecting immediately north of its building at 147th Street, Third to Willis Avenues, is estimated at \$150,000. It will run through from avenue to avenue.

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BORO OF QUEENS

1696 Myrtle Ave. corner Cypress Ave., Ridgewood

BRONX BOTANICAL GARDEN TO BE MADE WORLD CENTER

Dr. Frederick S. Lee, President of the Board of Managers of the New York Botanical Garden, recently outlined plans to the Advisory Council of the Garden to develop the Garden as a world centre, from which explorations in this and other countries will radiate like the spokes of a wheel, and to build up a great research organization in Bronx Park.

To the members of the Council, composed of prominent women, Dr. Lee, Research Professor of Physiology in Columbia University, declared the purpose of the Board to create a scenic area unrivaled among the botanic stations of any land. The expenditure of \$7,000,000 is involved.

BETTER TRANSIT SERVICE SECURED

Complaints were recently received by The Bronx Board of Trade, from several manufacturer members, that not enough cars of the Southern Boulevard trolley line were being run to the end of the line at the 133rd Street "J" station, and that this was causing their employees to arrive late in the morning. Also, that not enough subway trains were being run to Cypress Avenue and beyond.

The complaints were taken up with the Third Avenue Railway System and the Interborough Rapid Transit Company, and we are pleased to report that the conditions complained of were remedied effectively and promptly.

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1925 RIVERS AND HARBORS BILL

The 1925 Rivers and Harbors Bill, which carries appropriations totaling \$43,000,000, including an appropriation of \$400,000 for the Harlem River, was signed by the President on March 3rd.

It will be recalled that at the Annual Meeting of the National Rivers and Harbors Congress, last December, a special committee was appointed, consisting of one representative from each State, to call on the President to urge his approval of a Rivers and Harbors Bill. Our Executive Secretary, Mr. Charles E. Reid, was a member of this special committee, representing the State of New York.

WOULD DIVERT HEAVY TRAFFIC

In the latter part of 1923, the Board of Trade made the suggestion to the Police Department that heavy automobile traffic be restricted from University Avenue, and transferred to Jerome Avenue instead.

At that time, Jerome Avenue was being repaired, and it was not possible to carry out this scheme.

Inasmuch as Jerome Avenue at the present time is well able to bear this heavy traffic, the Board has renewed its recommendation to the Police Department.

BANK'S FOURTH BIRTHDAY

The Freeman Street Branch of the Bank of United States recently fittingly celebrated its fourth "birthday" with a reception to the customers, for each of whom there was a souvenir of the occasion. President Joseph S. Marcus was on hand to say a word of greeting to all visitors.

NEW "SAFETY ZONE"

With the assistance of The Bronx Board of Trade, business men and property owners in the vicinity of Third and Elton Avenues and 153rd Street successfully sought from the Police Department the establishment of a "Safety Zone" at that street intersection.

"WESTCHESTER" TO EXTEND LINE

The New York, Westchester and Boston Railroad Company announces its intention to extend its line from Larchmont through Larchmont Gardens to a new terminal at Mamaroneck, to be completed by next Fall.

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Write for Bulletin B

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